BROADCASTING

Broadcast Advertising

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WASHINGTON, D. C.
SEPTEMBER 15, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CREBAR
SEP 17 1937
LIBRARY

You'll especially enjoy the second act in the floor show—"Rise of the Sales Charts." Shall we stay, Sir?

CALIFORNIA RADIO SYSTEM

KFRC	San Francisco	5,000 watts
KHJ	Los Angeles	5,000 watts LS
KMJ	Fresno	1,000 watts
KOH	Reno	1,000 watts
KVEC	San Luis Obispo	100 watts
KXRO	Aberdeen	100 watts

"Well, I'd like to, but . . ."

But nothing, Sir! The cost of escorting *two* of America's richest markets—New York and California—to the "Club de Sales" no longer is prohibitive.

● The CALIFORNIA RADIO SYSTEM, on a recent test, delivered twice as many inquiries as a major network station at *half the cost per inquiry*. It's also interesting to know that CRS enfolds 96% of California's 1,500,000 radio homes in its collective *primary* area—concentration in metropolitan centers, *your distribution centers*.

● And the NEW YORK BROADCASTING SYSTEM, delivering one-sixth of the population of the country, goes into its second Fall of operation with better than twelve hours a week of commercials among which are a number of repeat accounts. What more can be said for any media?

●

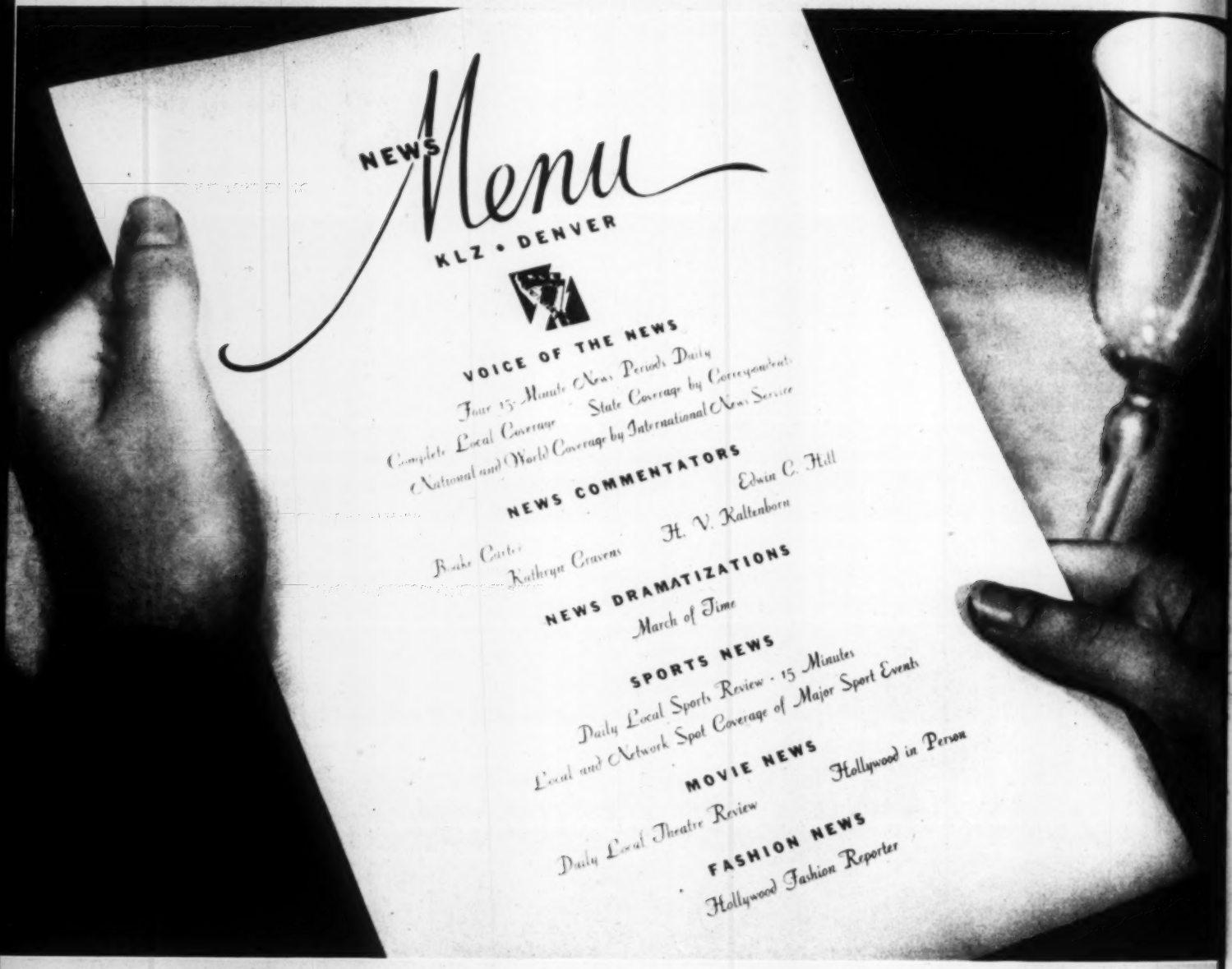
NEW YORK BROADCASTING SYSTEM

WINS	New York
WABY	Albany
WIBX	Utica
WMBO	Auburn
WSAY	Rochester
WBNY	Buffalo
WNBF	Binghamton

Nationally Represented By HEARST RADIO *"Serving The Public Interest"*

The Menu that Best Satisfies this Region's

HUGE APPETITE FOR NEWS



● The enduring, unquenchable curiosity of human nature has made the gathering and dissemination of news one of the world's biggest businesses . . . and one of radio's top-ranking attractions.

A prime factor in KLZ's quick climb to top audience favor in the Denver-Rocky Mountain region has been its superior ability to satisfy this market's huge appetite for news.

From 32 years of brilliant newspaper publishing experience, KLZ two years ago took the success formula for its crack news service . . . began delivering four times a day a package of fresh, accurate local, national and world news that attracted immediate and widespread attention.

KLZ's news menu today is the most complete and best balanced in the Denver-Rocky Mountain region, yet it is merely a portion of the complete program fare whose aggregate attractiveness has enticed the majority of this region's listeners to its table.

If you have an advertising dish to set before the Denver-Rocky Mountain region, the place where it will get the most attention is on a KLZ menu.

KLZ CBS *Denver*

Representative — E. Katz Special Advertising Agency

Management affiliated with WKY - Oklahoma City and the Oklahoma Publishing Company

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Rain Storms Water *ALL* the Trees

WAAB	Boston
WEAN	Providence
WICC	Bridgeport
	New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta

MOTHER NATURE doesn't send showers to wet just a few favored spots. Instead, when she reaches her hands skyward and spills the contents of the rain clouds, she drenches everything below. That's why we have forests.

Success in developing large sales volume requires adoption of Mother Nature's methods. You must cultivate all potential markets.

In New England this can be done, economically and simultaneously, by using the fourteen strategically located stations that comprise the Colonial Network,—fourteen popular local stations that radiate your sales message into the homes of prospective buyers in the area of each of New England's urban shopping centers.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

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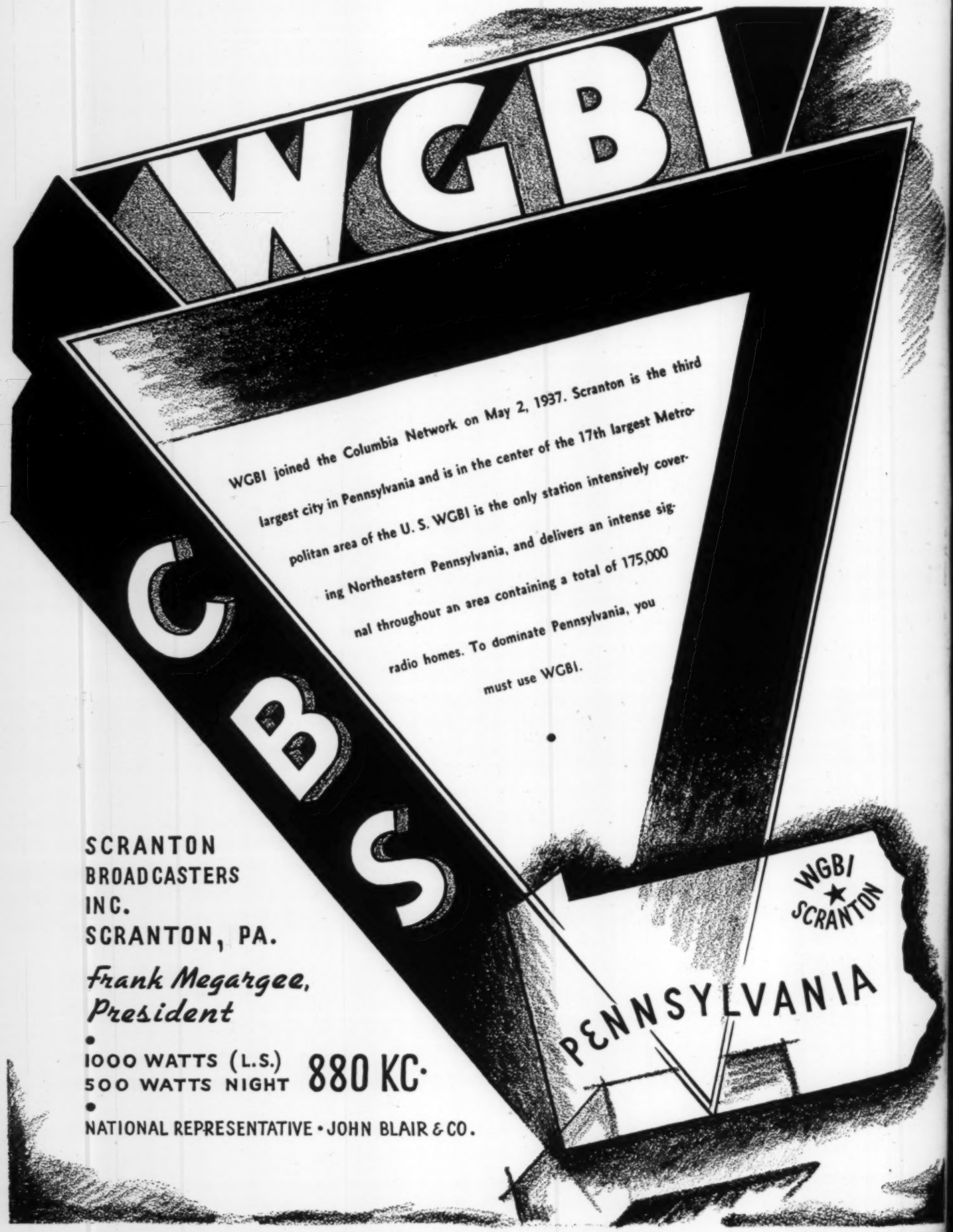
WGBI
CBS
WGBI joined the Columbia Network on May 2, 1937. Scranton is the third largest city in Pennsylvania and is in the center of the 17th largest Metropolitan area of the U. S. WGBI is the only station intensively covering Northeastern Pennsylvania, and delivers an intense signal throughout an area containing a total of 175,000 radio homes. To dominate Pennsylvania, you must use WGBI.
SCRANTON
BROADCASTERS
INC.
SCRANTON, PA.
Frank Megargee,
President
1000 WATTS (L.S.)
500 WATTS NIGHT
880 KC.
NATIONAL REPRESENTATIVE • JOHN BLAIR & CO.
WGBI
★
SCRANTON
PENNSYLVANIA

In swift tempo, Columbia's technical improvements continue to shrink space. At the flick of a switch, in all sections of the country, new stations, new power, and every advance in the science of radio, make the "nearest Columbia station" leap miles nearer to millions of listeners. Turn the page for more details on these Columbia changes.

. . . to shrink space

Columbia's improvements in facilities are as continuous in these days of radio's maturity as ever before. This report, therefore, is "as of date of issue only." New developments are immediately available from the CBS Market Research Division, with any further details you may wish about the stations and markets which are mentioned on the next page.

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new--14 ***additional stations have joined the Columbia Network since January 1.***

WGBI . . . Scranton, Pa.	WRVA . . . Richmond, Va.
WAIM Anderson, N. C.	WEOA . . Evansville, Ind.
WMAZ . . . Macon, Ga.	WCHS . Charleston, W.Va.
WCOC . Meridian, Miss.	WPAR Parkersburg, W.Va.
WKBB . Dubuque, Iowa	KGLO . Mason City, Iowa
WTAQ . Green Bay, Wis.	KDAL . . . . Duluth, Minn.
WKBH . La Crosse, Wis.	KOY . . . . Phoenix, Ariz.

Complete data on each are available from CBS.

more--10 ***Columbia Network Stations increased their power.*** From Buffalo to San Francisco, CBS stations have increased their power; and in such key markets as Cincinnati, Des Moines, Knoxville, Little Rock, Orlando, Pensacola, Peoria and Sioux City. Of particular interest is the new KSFO, San Francisco which has both increased its daytime power to 5,000

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watts, and greatly increased its overall efficiency with a complete new transmitter installation that engineers call one of the very finest in the country.

better--48 ***Columbia Stations made other major advances in their facilities.***

In addition to KSFO, Columbia stations in every section of the country have made major improvements in broadcasting facilities. These frequently are the equivalent of a 20% to 200% power increase in the brilliance and strength of the stations' signal. The whole story is told in the latest CBS brochure "...TO SHRINK SPACE" which gives, in detail, all CBS technical improvements since the first of the year. Your copy is available on request.

COLUMBIA
Broadcasting System

NEW ENGLAND..

THE THEATRE'S PROVING GROUND ...AND YOURS

WBZ
50,000 WATTS
BOSTON, MASS.

WBZA
1,000 WATTS
SPRINGFIELD, MASS.

TOPS IN SPOTS

When you sell New Englanders, successful results are assured the country over. And one sure way to speedy sales is by radio over WBZ and WBZA. Serving an area in which the great bulk of New England's purchasing power is concentrated, WBZ and WBZA have a long record of achievement for national and local advertisers.

Basic Blue Network Stations • *Completely Programmed by NBC*

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YES. our time can be your time (and mighty valuable time) this Fall and Winter. Furthermore, we'll *guarantee* that you will not have to change periods, once you have selected time over WGR or WKBW.

When we speak of *guaranteed* available time, we don't refer to the doldrum periods. We mean absolutely peak nighttime periods. We mean the choicest daytime spots.

This Fall BBC is the answer to a time buyer's prayer with choice *guaranteed* periods still available. This Fall BBC offers you the prestige of a network with the complete CBS schedule *plus* the flexibility of a local station!

Get in touch with us or our representatives now, and we'll be happy to give you the facts and figures on BBC *guaranteed* available time at peak audience hours.

BUFFALO BROADCASTING CORPORATION

Represented by Free & Peters, Inc.

WKBW

How would you like to have fifteen minutes "across-the-board" through WKBW, Buffalo's highest powered station, at 7:45 P. M.? It's available now!

Monday thru Friday

7:05 to 7:10 7:30 to 7:45
8:30 to 8:45

WGR

Naturally we don't expect that WKBW spot to last long, but if it's gone before you've wired a reservation, we'll be glad to offer you 9:30 P. M. through WGR, Buffalo's oldest station.

Monday thru Saturday 9:30 to 9:45
10:15 to 10:30

Wednesday 9:10 to 9:30

Friday 9:05 to 9:20

WGR·WKBW

"The ends of the dial"

"Rags is royal raiment, sir!"

BELIEVE it or not, we recently turned down a very sizeable order for one of our stations because, although our own station could easily clear the time, we felt that a competitor had a better spot for this particular advertiser. And what's more, our station approved this decision, on the same unselfish grounds.

We cite this case, not because we *like* to turn down good business, but to prove the attitude of responsibility that both we and our stations hold for *your* best interests. . . . It's a funny gag to say that "Rags is royal raiment when worn for virtue's sake!" But every day a growing number of sincere good friends convinces us that our effort toward honest-to-goodness old-fashioned trustworthiness is a powerful alchemy for turning rags to velvet — for both you and us.

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WJAY	Cleveland
WHKC	Columbus
WOWO-WGL	Fort Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle

Radio Station Representatives

CHICAGO 180 N. Michigan Franklin 6373	NEW YORK 110 East 42nd St. Lexington 2-8660	DETROIT New Center Bldg. Trinity 2-8444
ATLANTA 516 Bona Allen Bldg. Jackson 1678	SAN FRANCISCO One Eleven Sutter Sutter 4353	LOS ANGELES C. of C. Bldg. Richmond 6184

WCSC	Charleston
WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa
WKBN	Youngstown

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 6 WASHINGTON, D. C., SEPTEMBER 15, 1937 $3.00 A YEAR — 15c A COPY

Music Boost Adopted; NAB Calls Session

Oct. 12 Is Set for Special Meeting to Buttress Industry; Network-Affiliates Pay $1,500,000 More Under Contract

AVERTING the most serious threat to unity that has yet faced the industry, 125 station owners and managers representing 169 independently owned network-affiliated stations concluded a hectic weekend of extraordinary sessions in New York Sept. 12 after agreeing to double their payrolls for union musicians by guaranteeing to spend an additional $1,500,000 annually, effective as of Oct. 1. A three-year contract is sought.

With anything but harmony prevailing in industry ranks over the chaotic situation developed by the demands of the American Federation of Musicians to relieve unemployment, a special convention of the full membership of the NAB was ordered by the board of directors, which met concurrently with the independent radio network affiliates in New York. To be held in New York, probably at the Waldorf-Astoria Hotel, the special industry convention has been called for Oct. 12 and will run until the business at hand is coped with. Only unforeseen developments, it was explained at the NAB, will cause a change in the scheduled date.

Strike Fear Dissipated

Any fear of a general strike of musicians employed in broadcasting was dispelled with the network-affiliate agreement. AFM President Joseph N. Weber, asserted there would be no strike order as long as negotiations continue.

The special convention will have the dual purpose of appraising the entire musicians situation and of revamping and bolstering the NAB. Sharply attacked by the network-affiliate group for failure to act in the current crisis and at loggerheads with the networks in the past, the NAB and its future became almost as important an issue as the music crisis itself.

The judgment of the affiliates was that such stations, as a group, should become a component part of the NAB rather than precipitate a schism by setting up a separate organization. This was agreed to, however, only after heated debate behind closed doors during which the trade association was described variously as "innocuous" and "ineffectual" as at present constituted.

While many details still are to be worked out with AFM and with the stations themselves on the network affiliate agreement, the actions of the negotiating committee which has functioned during the last fortnight were approved by adoption of formal resolutions during the sessions from Sept. 10 to 13. Substantial agreement was procured that the smaller local independents, having quarter hour rates of $15 or less, would in no way be effected by the musicians demands. Presumably other stations would be required to adhere to the same sort of measuring stick applied by the network affiliated stations.

To revitalize and buttress the NAB so it can handle industry problems, the projected plan is to take steps to retain labor relations and legal counsel as staff executives of the NAB [BROADCASTING, Sept. 1, page 79]. A proposal to increase NAB dues will be laid before the special convention to defray this added overhead. At the last convention in Chicago, June 21-23, a resolution to increase the dues 50%, or from $80,000 to some $120,000 per year, was rejected. It is confidently expected that this same proposal will be authorized as a necessary measure to carry out the projected strengthening of the association.

Conversation about retaining an outstanding figure to head up the industry permeated the New York meetings, which ran from Sept. 10 through Sept. 12. The network-affiliated group's negotiating committee, however, had been in New York most of the week.

An Industry Leader

While mention of hiring a "czar," who would become this industry's counterpart of Will Hays in the motion picture group and Kenesaw Mountain Landis in organized baseball, was deprecated because the term was viewed as ugly, there nevertheless was much outspoken sentiment for the retention of a nationally-known figure as "leader" of organized broadcasting.

On this score, it was learned that M. H. Aylesworth, former NBC president and now an executive of Scripps-Howard Newspapers, has been approached informally by important broadcasters. Mr. Aylesworth is understood to have evinced real interest in the industry's problems but is said to have asserted he felt he could not entertain any proposition at this time.

There was considerable "corridor conference" discussion of other figures, with such names as Gen. Hugh S. Johnson, Secretary of State Cordell Hull, Robert Jackson, Assistant Attorney General, Joseph A. Kennedy, chairman of the Maritime Commission, and Edward F. McGrady, newly appointed labor relations counsel of RCA, mentioned as possibilities. In the case of Mr. McGrady, thought was given to his possible retention in an advisory capacity for the industry as a whole through an arrangement with RCA. The IRNA meeting, however, adjourned without authorizing its committee to pursue this plan, but it was learned that the NAB board has the matter under consideration and probably will report on it at the forthcoming special convention.

More Time for Formula

The decision to attempt to bolster the NAB rather than set up a separate network trade association was reached after the musicians' contract had been approved and the leaders of the network group had conferred with the NAB Board. The proposition for a departmentalized NAB, with several separate trade groups representing particular natural divisions of the industry making up its component parts, came from the NAB itself. Such a proposition was advanced two years ago by NAB Managing Director James W. Baldwin.

Just how the industry will comply with the AFM agreement to produce additional revenue for musicians' payrolls remains to be determined. The postponement of the strike deadline date from Sept. 16 allows additional time in which to work out the formula. After its protracted discussions with President Joseph N. Weber of AFM on Sept. 9 and 10, the negotiating committee representing the affiliates brought back the proposition of dealing in dollars rather than men, wages and hours. It was on that basis that the figure of $1,500,000 as an additional expenditure by the some 260 network-affiliated stations was arrived at.

When questioned as to what proposal would be made to the non-affiliated stations if a satisfactory agreement were concluded with the network affiliates, AFM President Weber declared that there would be no discrimination and that the non-affiliates would be offered terms similar to those offered the affiliates. He said further that while no official postponement had been made of the Sept. 16 date the broadcasters may feel assured that a general strike order will not be issued by AFM as long as it appears that negotiations may be brought to a satisfactory conclusion.

Dealing With 'Recalcitrants'

Questioned further as to the progress being made in coming to terms with makers of transcriptions and phonograph records, Mr. Weber stated that the AFM had agreed with them on the fundamental issue, namely, that no recordings can be sold to stations not employing union musicians. He added that no meetings would be held with recording and transcription representatives pending final agreements with the broadcasters.

Mr. Weber indicated he would have "adequate means" of dealing with other stations which might be recalcitrant. The implication was that, in the agreement to be worked out later with transcription companies and record manufacturers, an injunction against serving stations which had not come to terms with AFM would be invoked through labeling of those stations as "unfair." The fact that only the networks and the network-affiliated stations participated in the negotiations up to this time has engendered a degree of bitterness in the situation which likely will erupt at the special convention.

The negotiating committee, headed by William S. Hedges, WLW vice-president and general manager, brought back a recommendation that the network-affiliated stations raise the $1,500,000 additional by invoking a formula embodying a percentage of their gross income for time. However, it offered several alternative propositions. When the ballots were counted, after the rendering of detailed reports by members of the negotiating committee, 60 of those in attendance voted that the measuring stick be based on a formula embracing the highest quarter-hour rate of the stations while 45 preferred the gross percentage basis.

In these rough computations it was concluded that the percentage formula would probably mean use

Industry's Crying Needs Now in Sharp Focus—*An Editorial*

WHETHER good, bad or indifferent, a deal has been made with the American Federation of Musicians by network-affiliated stations and the danger of a strike and all it implies has been averted.

The network group did not obligate stations outside its fold. It couldn't. Non-affiliated independent stations will not be satisfied with the deal, and we can readily understand why. The NAB could not make a contract for them because the trade association is not set up with that degree of authority.

The whole musicians' situation has been little short of chaotic. The agreement by network-affiliates to absorb another $1,500,000—just double what they estimate they are now paying—for the reemployment of musicians, is a tough pill to swallow. Yet practically all those who sat in on the sessions feel that the negotiating committee did the best job possible under the circumstances.

Important aspects of the relationship with AFM remain to be solved. The effect upon non-network stations and the manner in which they will be required to pay must be determined. The network participation in the payments of their affiliates remains to be adjusted. The transcription companies must make their own contractual arrangements.

As a matter of fact, all that has been determined at this stage is a basis of settlement for one group. The load is admittedly burdensome. It will cut in on many stations to the point where it means the difference between profit and loss.

There aren't any hats being tossed into the air in joy over the existing situation—except possibly by AFM. But we do see a ray of light. The fact that the network-affiliates got together under one banner and showed a spark of vitality is a harbinger of good. The fact that a special NAB convention is called for next month to lift the industry out of its lethargy and transform it into a virile, active and adequately staffed entity, functioning through an aggressive trade association, is a hopeful sign. Such a meeting would not have been called but for the extraordinary measures taken by the network-affiliate group—taken only because the NAB was not constituted to handle such contingencies, just as it has never been equipped to handle copyright contract negotiations.

There was grave danger of an abortive movement to break away from the NAB as a crystallization of the network-affiliate sessions. That, happily, has been sidetracked, but only with the understanding that the NAB will be reorganized and bolstered; that it will have legal counsel and labor counsel; that it will be departmentalized into natural groups of network-affiliate, independent non-network and possibly clear channel and regional groups—each handling its own peculiar problems but all rallying under a united industry banner to fight the battles of a youthful industry that perhaps has been a bit prodigal in the past and altogether too disorganized and noncooperative to serve its own best interests.

Over the years BROADCASTING, with all the editorial strength it has been able to muster, has advocated these precise steps. We have sought to discourage intra-industry squabbles, and to encourage a stronger trade association. We have sensed and warned of the bigger battles ahead that threaten the blood and sinew of the industry. We have seen such groups as ASCAP and now AFM, with bulging war chests and adequately-staffed and with highly efficient executive direction, outnegotiate, outsmart and outwit a rather listless broadcasting industry never really preparpared to do battle.

The broadcasting industry should have a trade association armed to the teeth with facts about the big public job the industry is doing, with the best experts in their particular lines to advise it, and with enough money in the bank (AFM has some $3,000,000) to pay the way in emergencies and carry on a continuing educational campaign.

It is up to 700 broadcasters to protect the welfare of their listeners and their own investments. It is the solemn duty of each broadcaster to attend the special convention of the NAB next month. If he hasn't enough sense of his own responsibility and obligation to his own industry, he hardly can measure up to the requirements of his franchise to operate "in the public interest, convenience and necessity."

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of a denominator of 5% of the gross in order to make up the $1,500,000 budget. On the basis of the quarter-hour rate formula, however, it seemed to work out at approximately 3½ times the highest quarter-hour rates of stations. In each instance, the factors used in attempting to arrive at the solution was that of reemploying some 3,000 musicians at approximately $35 per week, which would mean an additional burden upon the industry of some $5,000,000 for union musicians annually.

In their calculations the committee concluded that the network-affiliate portion would be double their present outlay, estimated by President Weber at $1,500,000.

Instructions Given

While the contract ultimatum was generally viewed as onerous, the feeling was that the negotiating committee had done the best possible job with a very knotty problem.

In a resolution offered by the negotiating committee and subsequently adopted in amended form, specific instructions were given the committee regarding provisions which should be included in the standard form of uniform contract to be worked out with AFM and which had been agreed to in substance with President Weber. The contract, it was specified, would be standard as to all provisions except wages and hours, and local working conditions which will be incorporated in contracts to be entered into between stations and union locals intended to carry out purposes of the agreement with AFM.

Specific instructions were given that the AFM contract include clauses giving the employer the free right of selection of musicians and complete control of program materials; the right to use services of staff musicians for commercial, sustaining or network programs, any extra compensation received by them for commercials to be credited against the station's quota; a satisfactory clause for arbitration of differences between stations and their locals and a satisfactory clause for cancellation in event of termination or modification of the station's FCC license or other emergencies.

Provision was also asked that there be no "sympathetic strikes" of other unions which might be affiliated with AFM; that each station shall have the right to expend its agreed quota as it sees fit, with the understanding that it will attempt to provide not less than nine months' employment for each musician in each year; that stations shall have the right to book staff bands for outside engagements, and that the effort shall be made for a contract of not less than three years beginning Oct. 1 or such later date as it becomes effective.

Payment Methods

The second resolution offered the affiliated group covered the additional $1,500,000 stipend for employment of musicians agreed to with AFM and described several methods which might be employed by stations in arriving at the amount. These covered (1) a percentage of the gross, roughly figured at 5%; (2) a multiple of the stations maximum published quarter-hour rate expended weekly, figured at 3½ times that rate; (3) a sliding scale based on the quarter-hour rate according to size of markets; (4) a weighted average based on both local rate, national rate and gross revenue; (5) an option to the station to choose between 1 and 2; (6) a factor of circulation or coverage as published by the networks, or (7) any other basis approved by the convention. The final provision was that in any event stations with a published quarter-hour rate of $15 or less shall be exempt.

In several quarters objection to the percentage of gross basis was voiced because it would mean inspection of broadcasters' books by AFM just as ASCAP sends around its traveling auditors for that purpose. Mr. Weber, it was reported, however, had stated informally that AFM was willing to accept affidavits on gross from stations.

After the network affiliates adjourned Sept. 12, members of the committee, and Mark Ethridge, business manager of the *Louisville Courier-Journal* and *Louisville Times*, operating WHAS, who presided during all the sessions, informed the NAB board he felt there was not sufficient unanimity on the formula to warrant approval. As a consequence, a formula committee will be appointed to attempt to devise a method of computing the individual station requirements on an actuarial basis, in spite of the 60 to 45 vote in favor of the rate card method.

Meanwhile, the negotiating committee will continue to function. This committee comprises, in addition to Mr. Hedges as chairman and Mr. Ethridge as ex-officio member: Emile Gough, Hearst Radio Inc.; Edwin Craig, WSM, Nashville; Samuel R. Rosenbaum, WFIL, Philadelphia, and John J. Gillin Jr., WOW, Omaha. In addition, John Shepard 3d, Yankee Network, L. B. Wilson, WCKY, Cincinnati, and George R. Norton, WAVE, Louisville, served during the negotiations as advisors to the committee and sat in on the conferences with Mr. Weber.

Seeking a Formula

It was indicated that a formula committee would attempt to work out a plan that will be a compromise of the percentage-of-gross and of the quarter-hour rate methods. By getting a weighted percentage based on card rate, which was described as the station's appraisal of its value plus the gross income which represents the client's viewpoint, it is felt that an equitable formula can be arrived at.

The networks were in and out of the negotiations from the start. Their situation with relation to affiliates is not composed even yet. After conversation with the negotiating committee the networks finally agreed to defray 10% of the additional burden on their affiliates but not on a flat basis. Their proposal, accepted in sub-

(*Continued on Page 74*)

XUM

Libel and Slander—How They Affect Radio

By JOSEPH A. McDONALD and IRA L. GRIMSHAW
NBC Legal Department

Broadcasters Are Long on Liability and Short on Defense Under Present Unsatisfactory State of the Law

WITH local and state elections coming up, interest in libel and slander laws as they affect radio naturally reaches high peak. In this treatise, prepared by two members of the staff of NBC's law department, the broadcaster is given all available legal precedent on the subject which can be employed as guideposts. The conclusion of this article will be published in our next issue.

MEMBERS of the NBC Legal Department have been especially interested in the subject of radio defamation, both criminal and civil, during the past six years. This study began before any radio defamation case was decided by any court and has included a lively interest in the subject because of the great potential danger of being mulcted in huge damages for improper statements of others. The right to punitive damages in favor injured persons and the possibility of becoming liable to a large number of people have kept this question in the foreground. As was stated in an English periodical: "Because juries are the ones who assess damages in libel suits and often in round large numbers the action for libel or slander is something which only the very rich or reckless or the very poor can contemplate."

In this memorandum we discuss the law of libel and slander in general and its application to radio broadcasting. Our conclusion is that the present state of the law is unsatisfactory from the viewpoint of the broadcaster, and that the broadcaster lacks practical means adequately to protect himself, although, were several suggested policies adopted, he might minimize some of the dangers now inherent in his operations.

The law of libel and slander is exceedingly technical, and the reasons for some of its underlying principles seem no longer sound, yet these principles continue to exist and receive application by the Courts. Libel is the publication of a writing which exposes a person to hatred, contempt, ridicule or obloquy or causes or tends to cause him to be shunned or avoided. Slander may be briefly defined as oral defamation. Both give rise to causes of action for damages but libel, at common law and by statute in many states, also constitutes a crime.

Generally speaking, the legal distinction between libel and slander is important to broadcasters because one has greater freedom in orally stating a matter than in writing and circulating it. In slander, unless proof of specific damage is made, the words must impute the commission of an indictable offense, unfitness in office, want of integrity or capacity in the conduct of a profession, trade or business, or affliction with a disease dangerous to society to warrant a recovery. There are other distinctions in the various jurisdictions between libel and slander which make it important to decide whether radio defamation is libel or slander.

Radio Defamation

Broadcast defamation is directed to the ear, as is slander, rather than to the eye, as is libel, yet in all probability the rules of libel will usually be applied in cases of defamation by radio. It has been argued that defamation by radio should be considered in the category of libel because of the possibility of its wider distribution and the consequent greater effect on the community and the supposedly greater opportunity for premeditation in its publication. Technically speaking, it is not necessary to resort to an historical background to sustain this contention because it has been held that to read to a third person from a defamatory writing is to libel rather than to slander the party defamed. (Snyder 1. Andrews, 6 Barb. 43). The question is therefore reduced, it would seem, to a determination in each case of whether or not the person speaking the defamatory matter into the microphone was reading.

In the few cases which have considered defamation by radio the law applicable generally to ordinary cases of libel and slander has been followed by the Courts. While there is no consensus of court opinion on the subject, if the defamatory matter is read from the manuscript it may be judged according to the rules of libel. If it is rendered extemporaneously it may be considered as falling within the field of slander. However, the person who listens in hears only the spoken word and he does not know whether that word is read from a manuscript or spoken extemporaneously. Thus a new element is introduced by radio broadcasting.

Rule of Liability

In treating of radio defamation the courts have put the broadcaster in the legal category of the newspaper. As he who publishes, publishes at his peril, it has been held that he who broadcasts broadcasts at his peril. This rule follows general principles but disregards the fact that in its intrinsic nature the broadcasting business is unlike that of any other. When such rules are attempted to be applied by the courts to both media imperfect analogies are resorted to, but because both the newspaper and the broadcasting station disseminate information to the public the rules everywhere followed as to newspapers are likely to be applied to radio broadcasting except in unusual circumstances.

The newspaper rule is that of absolute liability. That means that the newspaper is liable regardless of every consideration of excuse, except as the statute has carved out limited exceptions. The newspaper creates its own copy and knows in advance what it is to publish. It is in a position to censor what it publishes and nothing goes into its publication which it cannot delete either as a matter of policy or from pure whim or caprice. From these and other considerations the absolute liability rule has been applied. Therefore, he who publishes publishes at his peril.

The wisdom of that rule is not questioned when limited to a business such as that of the newspaper, because logic and good sense demand the application of it, but logic and good sense seem to require a different rule as to radio broadcasting. The newspaper rule is a misfit in the radio business, yet the courts, prone to adhere to analogy, seem unwilling to differentiate. Consequently, if a sensible rule is to govern, it must be made as a matter of substantive law or court decision departing from existing precedent.

Commercial Programs

Although the broadcasting business is comparatively young, it possesses established practices and methods of doing business. It is maintained by private capital and the bulk of its revenues is derived from advertisers. That is the commercial side of the business. The non-commercial consists of the dissemination of educational and entertainment material supplied by the broadcaster at his own expense.

Commercial programs, that is, those paid for by advertisers, are usually built by an advertising agency which engages the artists and produces the performance. The broadcaster picks up the performance in his studio, carries it by wire to his transmitting station and disseminates it into the ether for receipt by those who "listen in." As what he does is a species of interstate commerce, the Federal Government regulates much of his conduct. The right to broadcast exists only as long as the service meets the demands of "public interest, convenience and necessity." As the ultimate responsibility for proper service is laid upon the broadcaster, he must have the right of editorial selection of the material broadcast. Therefore, he requires that commercial programs shall be reduced to written form called "continuities," and be passed upon by him before they are broadcast. The broadcaster is then enabled to delete improper matter contained in the continuity. As to programs of this kind, the broadcaster is not averse to being subjected to the newspaper rule of liability, except where the advertiser deviates from the continuity and utters defamatory matter. In that instance the advertiser alone should be responsible.

Deviations

The broadcaster should not be required to exercise a degree of prudence beyond the limit of reason. He is not a libel lawyer, nor might an expert in libel law be expected instantly to apprehend that a given statement deviating from the continuity is libelous. The practical fact is that before an extemporaneous statement can be cut off the

(*Continued on page 38*)

Liabilities for Libel by Radio: A Summary

1. Broadcasters are subject to suits for damages, actual and punitive, for any word or statement broadcast by them which brings another into disrepute.

2. The newspaper rule that he who publishes, publishes at his peril, has been applied to radio in some jurisdictions so that at least in those states he who broadcasts, broadcasts at his peril.

3. The newspaper makes up its own copy and is circumstanced to protect itself against libel. The broadcaster has been held responsible even though powerless to prevent a defamatory statement being broadcast.

4. The broadcaster may be liable for defamation broadcast in the speech of a candidate for public office although Congress forbids the broadcaster from censoring any such speech.

5. The broadcaster is liable for defamation in the speech of a public officer regardless of his rank and this notwithstanding the practical impossibility of the broadcaster exercising any substantial degree of control over the scope of the remarks.

6. The broadcaster may be liable for defamation broadcast by a speaker in a public or other place although neither the place nor the speaker is under the supervision or control of the broadcaster.

7. One court has held that the broadcaster would be liable for defamation broadcast by a speaker where such defamation occurred in a deviation from the manuscript submitted to the broadcaster and although the deviation was so short and occurred so quickly that the broadcaster could not protect himself.

8. As broadcasting is interstate commerce, the Government of the United States may claim the right to enact measures governing radio defamation, including exemptions in favor of broadcasters from liability in proper instances. Under existing circumstances, the States assert the right to regulate radio defamation on the ground it falls within the police power and is a subject of local concern. It seems that Congress may fully and exclusively regulate the matter of liability for radio defamation and thereby substitute one universal rule for several diverse rules.

XUM

Unions Encounter Overlaps in Drive To Organize Radio

ARTA and WHN Are at Odds Over Employment Terms

IN AN EFFORT to extend the scope of its bargaining power after signing the key New York stations of the three major networks [BROADCASTING, Sept. 1], the American Guild of Radio Announcers & Producers, Independent radio union, is negotiating with WORC, Worcester; WEEI, Boston; WAAT, Jersey City, and WBNX, New York.

Although no conflict has yet arisen, the organizing activities of AGRAP overlap in part those of the American Federation of Radio Artists (AFL) and the American Communications Association (CIO). Gerald Dickler, counsel for the Guild, told BROADCASTING that the Guild did not want to compete with CIO and AFL but wanted to cooperate with them. He said, however, that affiliation with either was out of the question. It is the declared policy of the Guild to organize stations' staffs completely in stations where the staffs are small.

Organizing Efforts

At WORC, Worcester, negotiations had hardly begun when Engineer Herman Gruzin and Announcer Alfred J. Hadlin Jr. were dismissed. The Guild filed a complaint with the National Labor Relations Board Aug. 23, but the case will not be pressed, according to Mr. Dickler, pending negotiations with WORC for reinstatement of the two employes.

The Guild is trying to organize the entire staff of WEEI, Boston, with the exception of the engineers. At WAAT, Jersey City, and at WBNX, New York, negotiations are going forward to organize only the announcers. The engineers of WBNX are already affiliated with CIO. The possibility that AGRAP, AFRA and ACA may tangle over organization is clearly forseen.

The labor problem of the 18 engineers of WHN, New York [BROADCASTING, Aug. 15], became even more acute Sept. 12 when the American Radio and Telegraphists Association (CIO affiliate) met with representatives of WHN and failed to agree on terms of employment. Following the decision of the National Labor Relations Board which ruled that ARTA rather than the International Alliance of Theatrical State Employes (AFL affiliate) should represent the WHN engineers it was assumed that the CIO affiliate had won its fight for jurisdiction.

After the meeting of Sept. 12, ARTA leaders refused to comment on the procedure they would follow to force recognition, declaring they expected WHN to sign an agreement within a week. They said further that all engineers of all stations in Philadelphia, except WIP, had been organized and that negotiations with the stations would begin shortly. The engineers of WOL, Washington, have also been organized by ARTA representatives and negotiations will soon begin.

The complaint of unfair labor practices filed June 21 by ARTA against CBS will be heard Sept. 21

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WIN IMPORTANT PROMOTIONS IN RADIO

KEITH KIGGINS

REGINALD M. BROPHY

Brophy New Canadian Marconi Chief; Kiggins Heads NBC Station Relations

WITH the resignation of Reginald M. Brophy, who returns to his native Canada to become general manager of the Canadian Marconi Co., NBC on Sept. 15 promotes his assistant, Keith Kiggins, to manager of the Station Relations Department in charge of all contacts with affiliated stations.

Mr. Kiggins assumes his duties on that date, Mr. Brophy planning to take a vacation of a month or six weeks in Canada before assuming his new duties on Oct. 15 or Nov. 1. They have worked together for the last three years, Mr. Brophy having been appointed station relations manager in latter 1934 upon the resignation of Donald Withycomb to become manager of WFIL, Philadelphia, and Mr. Kiggins having been appointed Brophy's assistant shortly thereafter.

Merit Appointments

Both appointments were merited steps upward. Mr. Brophy, who was born and raised in Montreal, and is still a Canadian citizen, will headquarter in his native city and will have complete direction of the Canadian counterpart of the RCA with its far-flung radio receiving and transmitting equipment manufacturing plants, its international and maritime communications services and its broadcasting station, CFCF, in Montreal. It was from the latter station, which as a radio operator he helped construct in 1919 and of which he later became manager, that the NBC called him to New York originally as assistant manager of station relations.

Mr. Kiggins is a native of Boise, Idaho, was educated in the public schools of Portland, Ore., and before the war attended the University of Oregon school of business administration. During the war he served 18 months overseas in the Army ordnance service. In 1920 he entered the banking business with Blyth & Co. in Portland, seven years later going to New York to form the investment house of Kiggins & Vidal.

Following radio first as a hobby, Mr. Kiggins studied its commercial and international aspects later on behalf of clients of his firm. This activity drew him to the attention of NBC, which invited him to join its station relations department.

Mr. Brophy, now only 37 years of age, is one of the youngest major radio executives in either the United States or Canada. In returning to Montreal to assume a post which compares in that country with that held by David Sarnoff as directing head of RCA, he goes back to a field he knows intimately. Having managed CFCF for several years, he was promoted in 1924 to the post of assistant sales manager of the Canadian Marconi Co., which duties kept him traveling throughout the Dominion while he still kept control of CFCF. He was successively appointed to general sales manager and assistant general manager of that corporation.

While with NBC he supervised all programs originating in Canada for broadcasting in the United States or originating in this country for broadcasting in Canada, such as the Metropolitan Opera, international sporting events, etc. In this connection he made frequent visits to Ottawa to discuss matters with the Canadian Broadcasting Commission, now the Canadian Broadcasting Corp. When Canada was casting about early last year for a new director-general to handle Canada's semi-official broadcasting system, he was prominently mentioned for the post which later went to Gladstone Murray, Canadian-born executive of the British Broadcasting Corp.

No successor to Mr. Kiggins' post as assistant manager of station relations has yet been named, but it is expected the job will be filled by promotion.

RAY LEE JACKSON, NBC portrait photographer, whose subjects include most of radio's celebrities, has been awarded the Certificate of Merit of the Photographers' Assn. of America.

OCT. 14 SHIFT SET FOR 'MARCH OF TIME'

SPONSORED again by Time Inc., publishers of *Time*, *Life* and *Fortune* magazines, the *March of Time*, which since March, 1931, has been featured as a sponsored or sustaining program on CBS, on Oct. 14 will shift to the NBC-Blue network to be carried Thursdays, 9-9:30 p. m. (EST). The entire cast will shift to NBC, with William Geer of the *Time* staff continuing as editor, Homer Fickett and William Spier as production directors and Howard Barlow as musical director.

The *March of Time* has several times been selected in national polls as the most popular dramatic feature. It was originally sponsored by *Time*, was sustaining, had Remington Rand and Wm. Wrigley Jr. Co. as sponsors and more recently had Servel Inc. as sponsor. The NBC presentations will promote *Life* as well as *Time* and BBDO continues as agency.

NBC's parent organization, RCA, recently contracted with *Life* for one of the largest space advertising campaigns in history. Eight pages of copy, largely pictorial and illustrative of the activities of RCA and its subsidiaries, are carried monthly in *Life* at a reported cost of $20,000 per insertion, the second to appear Sept. 20.

Maxwell House Acquires M-G-M Talent for Series

GENERAL FOODS Corp., New York, about Nov. 4 will broadcast the show featuring movie stars and artists under contract to Metro-Goldwyn Pictures Corp., New York, for its Maxwell House coffee. Neither the stations nor the length of the series has been announced, but it is understood from reliable sources that the program will be broadcast on a major network for 52 weeks. Benton & Bowles Inc., New York has the account.

'Protection Committee'

CALLED the "Committee for the Protection of the Public in Communications," a new "organization" whose letterhead gives its address as Room 209, 51 Chalmers Bldg., New York City, is reported to be functioning for the purpose of combating certain commercial interests in radio. The letterhead indicates that the chairman of its executive committee is Paul Bailey, of Amityville, Long Island, editor of the *Suffolk Every-Week* and associated with a group of newspapers published by Kingsland Macy, Westchester County Republican leader who sponsored the original appointment of George H. Payne as Republican member of the FCC. Other members of the executive committee are listed as Howard M. Rice, Hvattsville, Md.; Gabriel York, Los Angeles; Harry Gottesfeld, San Francisco; Charles H. Bryson, Columbus, and Martin S. Adelman, attorney, New York City.

ANTOINE DUBOIS, head of the Dutch broadcasting office in Utrecht, Holland, has been elected president of Europe's International Broadcasting Union, succeeding Maurice Rambert of Switzerland. Sir Charles Carpendale of England and Prof. Gian-Carlo Vallauri of Italy are vice-presidents.

McNinch Given Free Hand on FCC Post

Begins Task Sept. 20; Confers With the President

GIVEN a "free hand" by President Roosevelt to straighten out affairs of the FCC at a conference at the Summer White House at Hyde Park Sept. 9, Frank R. McNinch, incoming FCC chairman, will take over his new duties Sept. 20 and will immediately tackle the job of reorganization.

Along with Comdr. T. A. M. Craven, elevated to a commissionership from chief engineer, Mr. McNinch assumes office with his first function presumably that of assigning commissioners to particular duties. Comdr. Craven, named to succeed Irvin Stewart, resigned chairman of the Telegraph Commission, was sworn in Aug. 25 but has not yet been assigned to any division. He has been on leave practically since he took his oath of office.

Whether the FCC will reorganize to the extent of eliminating the present three-man divisions is problematical. This matter probably will be discussed at the first en banc meeting presided over by Mr. McNinch, which is expected to take place Sept. 22—two days after the successor to the late Anning S. Prall assumes office.

Three Possible Courses

There are several possible reorganization moves, the lines of which may be:

1. Retention of the present three divisions — Broadcast, Telephone and Telegraph—with two members assigned to each and with the incoming chairman serving on each as third member.

2. Assignment of each commissioner to two divisions, with five instead of three members serving on each division.

3. Elimination of divisions altogether, with all formal matters considered by the Commission en banc, possibly through assignment of individual cases to individual commissioners who in turn would report to the full Commission.

The latter procedure, it is understood, is followed largely at the Federal Power Commission over which Mr. McNinch has presided since 1933 and from which President Roosevelt called him to the FCC.

Because Mr. McNinch has indicated that he will undertake a study of FCC operations before projecting his ideas on policy matters, it is logically presumed that the status quo—a three-division structure—will be retained temporarily at least. That, however, would not mean that the assignments of commissioners would remain the same.

Unquestionably, Mr. McNinch will become a member of the Broadcast Division. Under the present organization that would be automatic. Comdr. Craven, too, is believed to be slated for a Broadcast Division post. If the present three-man division is retained, however, it would mean a shifting of personnel, possibly with the transfer of Broadcast Division Chairman E. O. Sykes to the vacant Telegraph Division chairmanship and with Comdr. Craven assuming the Broadcast Division post.

Speculation has revived about the possible appointment of Judge Sykes to the U. S. Court of Appeals for the District of Columbia, particularly because of the vacancy created by the resignation this month of Chief Justice George E. Martin—the second vacancy within two months. The vacancy created by the recent death of Associate Justice J. A. Van Orsdel was filled by the President by appointment of Justin Miller of the Board of Tax Appeals. The appeals court sits on all regular appeals from FCC decisions.

The possibility of another vacancy on this court also looms, since Associate Justice Charles H. Robb becomes eligible for retirement upon reaching 70 in November.

Judge Sykes has been mentioned for this court for several years. The only member of the original Radio Commission created in 1927 still serving, he has had the endorsement, among others, of Senator Pat Harrison (D-Miss.).

Meets With President

Mr. McNinch was a luncheon guest at the Summer White House on Sept. 9 and, it is understood, discussed in detail with the President the affairs of the FCC. He retains his chairmanship of the Power Commission, but will take a leave of absence from that body at the behest of the President to direct the reorganization of the FCC.

Following the conference, Mr. McNinch said that the discussion was general and related to both the FCC and the Power Commission.

"The President has given me a free hand to find what may need correction and to apply the remedy," he told newsmen. "I have heard and read that correction is needed most in the radio division. I am going back to Washington to be helpful as one of the seven commissioners."

The new chairman also made it clear that he would become identified with all phases of FCC activity — broadcast, telephone and telegraph. While serving on the FCC he will not direct the Power Commission activities but may make himself available from time to time on a consulting or advisory basis. It is expected that his leave of absence will be indefinite. While at the time of his appointment, which is for the unexpired five-year term of the late Chairman Prall, the White House indicated his leave from the Power Commission would be but for three months, it is now considered likely that he will be on the FCC for at least a year.

A stickler for economy in government operation, Mr. McNinch is expected to survey all phases of FCC activity and then seek to revamp it in the most economic and efficient fashion possible. Whether he reaches into subordinate personnel will depend upon the results of his investigations. It has been indicated that he may bring several members of the Power Commission staff over to the FCC.

Two important vacancies exist on the FCC staff—chief engineer vacated by the promotion of Comdr. Craven, and assistant general counsel for the Telephone Division, created by the death this month of Elmer D. Hays in an automobile accident in Maryland.

Elevation of E. K. Jett, assistant chief engineer in charge of telegraph, to the chief engineership is considered likely. While he is not a candidate, the name of Andrew D. Ring, assistant chief engineer for broadcasting, also has been mentioned.

Meanwhile, the adjournment of Congress last month has tended to quiet criticism of the FCC, which during the last year has reached an all-time peak. The FCC itself, torn since its creation with internal conflict, has been quiescent pending the reorganization process, acting primarily on routine matters during the last two months.

Another demand by Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, for an investigation of the FCC was made Sept. 10 in Helena, Mont. Reiterating his view that the FCC has been a "political football ever since its inception," he said that while he was gratified over the administration's showing of interest in the FCC, he felt a Senate committee should nevertheless conduct an investigation along lines proposed in the White Resolution pending before the Senate.

IRACI WELCOME—There wasn't a microphone in sight when some 50 distinguished New Yorkers welcomed John Iraci, president and general manager of WOV, New York, upon his return from a 10-week tour of Europe with Mrs. Iraci. In this photo, left to right, are Mr. Iraci, Mayor F. H. La Guardia of New York, and Arde Bulova, watch manufacturer and station owner. The dinner took place at the Plaza Hotel Sept. 8.

NAB Trio to Pick Site of Convention

Yellowstone, Miami Mentioned; Board Considers Problems

SELECTION of the next convention city for the NAB was left to an executive committee by action of the NAB board of directors at its meeting in New York Sept. 10. The board decided that the committee, comprising President John Elmer, Treasurer Harold V. Hough and Managing Director James W. Baldwin, should determine both the time and place for the convention. Last year's annual meeting was held in June in Chicago. It is expected that approximately the same time will be selected for the three-day sessions but the place probably will be some other city.

Mentioned as possible convention places were Yellowstone Park and Miami.

Aside from its consideration of the situation involving reemployment of union musicians, reported elsewhere in this issue, the board considered a number of pending matters, including the status of the NAB Copyright Library, plans to raise a fund of $83,000 for educational broadcasting projects in cooperation with the Federal Radio Education Committee, the status of committee appointments, etc.

The board also authorized NAB representation at the Havana Radio Conference which begins Nov. 1 and at the International Telecommunications Conference in Cairo, Egypt, beginning next February.

CLEVELAND SWITCH TO OCCUR SEPT. 26

TWO MAJOR Cleveland outlets switch network affiliations Sept. 26 while a third joins Mutual on the same date.

WHK and WGAR change their affiliations, with the former becoming the NBC basic Blue outlet and WGAR joining CBS. Simultaneously, WJAY, sister station of WHK in the *Cleveland Plain Dealer* group, affiliates with Mutual. On the same date, WJAY becomes WCLE, under a change in call letters authorized by the FCC.

WGAR is owned by the same interests operating WJR, Detroit, a CBS outlet. Managed by John F. Patt, the station operates on 1450 kc. with 1000 watts local sunset, 500 watts night. Coincident with its affiliation with CBS, it also severs its connection with Mutual as well as NBC Blue.

WHK is managed by H. K. Carpenter, vice-president of United Broadcasting Co., subsidiary of the *Plain Dealer* organization. The new WCLE also is under the general management of Mr. Carpenter, along with WHKC, Columbus. WHK operates on 1390 kc. with 2500 watts local sunset and 1000 watts night. WJAY operates on 610 kc. daytime with 500 watts.

To publicize the switchover of the station, WHK and WJAY have been holding "open house" in their studios in the Cleveland Terminal Tower. The central attraction is the NBC photographic exhibit of more than 200 pictures of featured artists and of Radio City displays.

GEORGE H. PAYNE, member of the FCC telegraph division, is scheduled to speak before the alumni of the Sacred Heart in Boston Nov. 13 on "Decency in Radio."

Purchase of KFJZ Is Heard by FCC

Elliott Roosevelt Says $57,000 Deal Is Personal Venture

ASSERTING again that the recent purchase of KFJZ, Fort Worth, was purely a personal venture on the part of his wife, the former Ruth Goggins of Fort Worth, Elliott Roosevelt, second son of the President, appeared at a hearing Sept. 7 before Examiner George H. Hill of the FCC in support of the application for transfer of the license from R. S. Bishop, present operator.

Young Mr. Roosevelt, who is also vice-president of Hearst Radio Inc. in charge of its four Southwestern stations, declared that the proposed purchase of KFJZ by his wife and the more recent proposed purchase of KABC, San Antonio [BROADCASTING, Aug. 15, Sept. 1], by a company which he himself heads, have nothing whatsoever to do with his Hearst Radio connection. The purchase price of KFJZ was disclosed as $57,000 while that for KABC is $55,000.

Plans to Improve Station

Under the community property law of Texas, said Mr. Roosevelt, husband and wife share jointly in estate and income. He told the examiner that Mrs. Roosevelt was worth "in excess of $10,000 in bonds and stocks and owned a 1,500-acre area ranch valued at $60,000 with a house worth $12,000, stock worth $7,500 and other assets of at least $10,000. His own income, he said, was "in excess of $20,000", of which he could furnish half or more for any enterprise of his wife's.

Mr. Roosevelt declared that his wife's aim is to make KFJZ one of the finest small stations in the country, and that she was ready to expend up to $60,000 on its improvement over the next three years. He added that the station has shown a 45% increase in business since Harry Hutchinson, formerly of KOMA, Oklahoma City, and KVOO and KTUL, Tulsa, was made commercial manager last June under Mr. Bishop, and that its public service will be improved commensurately under the new management.

It is planned to increase station personnel, said Mr. Roosevelt, with present staff to be retained. Mr. Hutchinson will be general manager of the station and also will head KABC if and when the transfer is authorized. No hearing on the KABC transfer has yet been set. Mrs. Roosevelt herself will direct KFJZ's operations, holding the title of vice-president while her husband acts as advisor and becomes president of the concern.

Mr. Roosevelt acted as his own counsel at the hearing, conducting the examination of Messrs. Bishop and Hutchinson, the other witnesses. His application was unopposed.

NATIONAL COUNCIL of the Young Men's Christian Association will release to its local associations a series of 13 WBS transcriptions for local placement. Program will consist of interviews with prominent people such as J. Edgar Hoover, chief G Man, and Dr. C. T. Wang, Ambassador from China. No starting dates or station lists are available.

Two 50 kw. Outlets in Canada Oct. 1; Live Talent Required After 7:30 p. m.

By JAMES MONTAGNES

CANADA'S first 50,000-watt stations, the new CBL at Toronto and CBF at Montreal, will go into operation Oct. 1, with three more stations of similar power and a 50,000-watt international shortwave transmitter yet to be projected. The stations will all be operated by the Canadian Broadcasting Corp. under the direction of Gladstone Murray, general manager.

CBL will replace the 5,000-watt CRCT on its 840 kc. Canadian-exclusive clear channel. CBF will occupy the 910 kc. Canadian clear channel, but the CBC's present Montreal outlet, the 5,000-watt CRCM, will remain on the air on the 1050 kc. channel, shared with the United States.

Stricter Control

Tightening its control over private commercial broadcasters, the CBC has decided that commentaries on stock market prices will be banned in future. Stock brokers and mining companies taking time on the air will have to turn their programs to other topics than comment on prices. Too many complaints have reached the CBC that listeners following such broadcast advice are losing money, it is said.

There will also be new restrictions on advertising of patent medicines, according to Maj. Murray, following a directors meeting in Toronto. Any patent medicine advertised over the air in the future must be approved by the federal department of national health at Ottawa. Similarly no treatment of any ailment may be recommended over the radio unless the treatment has been approved at Ottawa.

Liquor advertising is to have a new set of more stringent regulations, and birth control speeches must first be censored.

Whether or not influenced by union musicians, a new regulation to go into force at an early date is that live talent must be used by all stations between 7:30 p. m. and 11 p. m. No recordings are to be permitted during those hours without authority of the CBC, the rule applying to every station in Canada.

Speaking of music, Maj. Murray stated that in his opinion there was too much dance music being broadcast and that the public desired more serious music.

At the same time he announced that within a few months musicians over CBC stations will be paid in cash before leaving their performances rather than wait for a check to go through in the usual routine.

Copying the British Broadcasting Corp., the CBC has formed a number of church committees in principal Canadian cities, these committees cooperating with CBC stations for daily religious broadcasts representative of all denominations. Morning broadcasts of 15 to 30 minutes duration have been planned free of charge to the religious bodies. Sunday church broadcasts from 12 noon to 1 p. m. would be under the committee's care as well, but for broadcasts of actual service, the CBC would give churches a special rate.

DEAD END—MICROPHONE VERSION

PIX WERE REAL—When John E. Fetzer, genial prexy of WKZO, Kalamazoo, stepped off a TWA plane at Amarillo, Tex., late last month, up rushed a whole remote crew from KGNC, as well as a staff reporter and photographer from the *Globe-News*, operating the station, along with O. L. (Ted) Taylor, KGNC chief.

First there was a picture with the pilot, then an interview with the reporter and then Dave Chapman, KGNC ace announcer, poked the mike in front of the broadcaster and began firing away. Kalamazoo, announced Broadcaster Fetzer in his best Chamber-of-Commerce dialect, is not an animal menagerie, but an honest-to-goodness thriving city, and ranked as the umpty-umph market, etc. (In top cut surrounding mike are Miss Prudence Grant, reporter; KGNC head Taylor, Interviewee Fetzer and Interviewer Dave Chapman.)

Just then, the engineer rushed forward with the end of the mike cable and asked where *that* was supposed to go. (See bottom cut, left to right, with staff engineer who forgot to put the plug somewhere; Practical Joker Taylor, Practical Jokee Fetzer, in quasi-hiding, and Dave Chapman.) Mr. Fetzer thought the whole business faked, even to the photography. Surprise, John!

Gillette Tire Spots

GILLETTE RUBBER Co., Minneapolis (tires, tubes, etc.), Eau Claire, Wis., will start weekly quarter-hour transcriptions on five stations Oct. 1. Program entitled *Hometown Memories* will be aired on Friday nights. Columbia Transcription Service, Chicago, cut the series. Cramer-Krasselt Co., Milwaukee, is agency. Stations are WRVA, WSM, WFAA, WCCO, WHO.

New Acoustical Features In Playhouse Opened by WOR in New York City

THE New Amsterdam Roof Theater, formerly used by NBC, CBS and WOR for audience shows, has been signed under a year's lease, effective Oct. 1, by WOR and the Mutual Network for the same purpose. Located just off Times Square in the heart of New York City, the theater seats 700 and was once the home of the *Ziegfeld Follies*. It will be known as the WOR-Mutual Playhouse. Jack R. Poppele, WOR chief engineer, is installing modern broadcasting equipment.

Portable reflecting surfaces called "gobos" have been designed for the auditorium, which seats 709 persons, to aid in dramatic presentations. They are two-sided and can be used either to impart a resonant sound or, when the absorbing side is used, to convey a hushed, deadened tone. Hidden microphones will also be used during dramatic broadcasts so that the audience may have the feeling of seeing an actual stage production. MBS has leased the theatre for one year with an option of renewal and plans to produce its more important network shows in its Playhouse.

MBS also announces that a new studio is being constructed at 1440 Broadway, New York, in which a dual control speaker system will make it possible to broadcast news flashes to a number of its stations while a network program is being aired on its other affiliates.

Dr. Caldwell on 61

DR. W. B. CALDWELL Inc., Monticello, Ill. (Syrup of Pepsin), on Sept. 27 will start the fall series of *Monticello Party Line* on 61 stations, a few more than carried the program last fall. *Monticello Party Line* is the longest continuous quarter-hour five weekly transcribed series in radio, having gone on the air in the fall of 1935. The transcriptions will be broadcast during morning periods daily except Saturday and Sunday. Columbia Transcription Service, Chicago, cut the series. Cramer-Krasselt Co., Milwaukee, is the agency.

The complete station list follows: WCFL KOB WGST WBRC WGR WDWS WCHS WSOC WDOD WCKY KMMJ WFLA WGAR WIS WHKC WFAA WOC WHIO WJBL KLZ WHO WJR KPMC KXO KHJ KDON KGB KFRC KVOE KDB KGIM KFXM WOWO WFBG WBIG KPRC WIRE KMBC WNOX WHAS WMAC WMAZ WTMJ WLAC WWL WKY WOW WMBD WCAE WTAD WPTF WDBJ KWK WOAI WTOC KWKH WIBW KVOO WDZ WWVA KANS.

Bank Plans Completed

SPONSORED BY a group of American banks, the *Philadelphia Orchestra* series will return Oct. 18 on NBC-Blue network, Mondays, 9-10 p. m. (EST). Banks participating in sponsorship include Chase National Bank of New York, First National Bank of Chicago, Pennsylvania Co. of Philadelphia. Orchestra will be conducted by Eugene Ormandie, with Fritz Reiner, Jose Iturbi and Alexander Smallens as guest conductors. W. M. Kiplinger, writer of Washington news letters, and Dr. Neil Carothers, director of the College of Business Administration, Lehigh University, will deliver talks throughout the series. The program, originating from the Academy of Music, Philadelphia, will run for 26 weeks. Wessel Co., Chicago, is agency.

WLS moves classrooms to homes *as Board of Health Keeps Schools Closed*

THE Chicago Board of Health, under the leadership of Dr. Herman N. Bundesen, ordered the city schools to remain closed indefinitely because of an epidemic of infantile paralysis.

WLS immediately suggested to the Board of Education a plan for teaching school children in their homes by means of radio, — and offered the use of the station's facilities.

In less than twenty-four hours, the Chicago Superintendent of Schools, William H. Johnson, was announcing on the air over WLS a fully detailed plan for conducting classroom work by radio. Regular classes started at once, from WLS microphones, installed in the offices of the Board of Education.

WLS

The Prairie Farmer Station

870 KILOCYCLES

BURRIDGE D. BUTLER *President*. GLENN SNYDER *Manager*

Don Lee Expands; Signs New Series

Addition to 12 Affiliates in Northwest Makes Total of 24

DON LEE Broadcasting System, Los Angeles, the Mutual Broadcasting System's Pacific Coast outlet, will add 12 affiliates in Washington and Oregon, and one in California to its chain of 11 West Coast stations on Sept. 26, making it the largest regional network in the United States, according to Lewis Allen Weiss, general manager.

With a total of 24 stations, this will make the Don Lee-Mutual network top rank in the number of station affiliations on the West Coast. Negotiations have been under way between the Don Lee network and the new affiliates for some weeks and were finally completed Sept. 8. Weiss contends that the extended West Coast chain will make available to the network's service fully 93 per cent coverage of the potential radio audience.

Washington affiliates will be KOL, Seattle; KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KFIO, Spokane and KGY, Olympia. Oregon stations are KALE, Portland; KSLM, Salem; KORE, Eugene and KRNR, Roseburg. KIEM, Eureka, Cal., also joins the network.

In announcing the new affiliates, Mr. Weiss named the first commercial program for the expanded network. Dr. Miles California Co., Los Angeles (Alka Seltzer) which has been sponsoring the 7 weekly quarter hour *Alka Seltzer Newspaper of the Air* broadcasts on the 11 California stations of the Don Lee network, renews Sept. 26 for 52 weeks, and extends coverage to include the new affiliates.

The deal involves $250,000 and is said to be one of the largest contracts signed on the West Coast. Contract was signed by J. E. Clancy, vice-president and general manager of Dr. Miles California Co. Sept. 8. Early morning news is sponsored on the California stations of the Don Lee network thrice weekly by Bathasweet Corp. (bath salts), with Mennen Co. (cosmetics), sponsoring on alternate three days. *News and Views* by John B. Hughes, is currently sponsored on the California stations by General Motors Acceptance Corp., and will probably be extended to the expanded chain.

Spots for Ironers

ELECTRIC Appliance Society of Northern California, with headquarters at San Francisco, is currently engaged in a month-long radio campaign for electric ironers, which started on Aug. 25 and will continue until Sept. 25 on 15 stations in Northern California. Spot announcements are being used in every instant with the slogan being "take the irk from laundry work." The stations enlisted in the spot campaign are: KGO, KFRC, KYA, KJBS, KGGC, KSFO, KLX, KRE, KHSL, KFBK, KWG, KQW, KIEM, KGDM, KROW. The agency is Jean Scott Frickelton, San Francisco.

KUOA, Siloam Springs, Ark., on Sept. 7 was authorized by the FCC to increase its day power from 2,500 to 5,000 watts on 1260 kc.

STATION ON WHEELS—A complete broadcasting station in this trailer unit of WFBR, Baltimore, which made its debut at the Maryland State Fair Sept. 5. View at top shows the exterior of unit built to design and specifications of Chief Engineer William Q. Ranft, by the Auto Cruiser Co., of America, Baltimore. Note the public address outlets (four) on panel on which the WFBR call letters are painted. Right view shows interior of studio and rear control compartment with Promotion Manager Robert Maslin seated at control panel. Shortwave relay equipment is in the control compartment off which there is a 4 h.p. motor generator. Big cabinet next to door is a folding piano unit, which also has drawers for equipment. WFBR plans to take its mobile radio station to fairs, fishing places and racing courses, as well as to various small towns throughout Maryland, and will also display it at the forthcoming Baltimore Automobile Show.

American Gas Machine Begins on 39 Stations

AMERICAN GAS MACHINE Co., Albert Lea, Minn. (cook stoves and heaters), will open a four-week campaign on a staggered schedule starting Sept. 13, 20 and 27 over 39 stations with another half-dozen stations to be added. Five-minute transcriptions called the *Sun-Flame Singers* will be used two and three times weekly promoting the firm's oil burning heater. Ray F. Broholm, advertising manager of the American Gas Machine Co. was in Chicago the week of Sept. 10 lining up the stations. Greve Adv. Agency, Minneapolis, handles the account. Mid-West Recordings Inc., Minneapolis, made the transcriptions.

Following are the 39 stations already picked: KOA KFH WIBW WOW WKY WNAX WFAA KGNC KRGV KATE WCCO WTMJ WHO KFYR WKBZ WREN WOR WHAM WCSH- WEEI, WRVA WBT WPRO WFEA WJAX WFLA KJR KIDO KSL KOH KOY KOIN KFBK KQW KMJ KERN KHQ KGVO KVOA.

Foley Spots, Test

FOLEY & Co., Chicago (Foley's Honey & Tar), will start programs in October and November on three stations, a quarter-hour show thrice daily except Sunday on WLS, Chicago, Oct. 11, a quarter-hour show thrice weekly on WWVA, Wheeling, Oct. 18, and quarter-hour newscast thrice weekly on WLW, Cincinnati, Nov. 15. F. P. Wagener, radio director of Lausen & Salomon, Chicago, agency handling the account, said the Foley firm would start testing one-minute transcriptions in a number of other markets in October but declined to name the stations.

WGST TO CONTINUE PRIVATE CONTROL

ANY IDEA that the State of Georgia, through its newly-created Radio Commission, would take over WGST, Atlanta, now operated under lease by interests headed by Sam Pickard, CBS vice-president, was dispelled Sept. 3 at the first meeting of the State Commission. Gov. E. D. Rivers, serving as chairman, asserted the Commission will undertake efforts to expand the operations of the station but said nothing regarding any possible change in its structure. The station is licensed to the Georgia Institute of Technology but is operated under lease by the Pickard group. It is a CBS outlet.

The Commission, in addition to Gov. Rivers, comprises Dr. M. L. Brittain, president of Georgia Tech, who was instructed to continue his supervision over the present commercial setup; L. W. (Chip) Robert Jr., former assistant secretary of the Treasury; Clark Howell, publisher of the *Atlanta Constitution* which originally owned the station and donated it to Georgia Tech; Charles S. Reid, John B. Spivey, and Roy V. Harris.

It was indicated that the FCC would be approached for an increase in power for WGST and possibly for establishment of other State-owned stations. The Commission also proposes to consider shortwave communication for Georgia's newly-organized State Highway Patrol.

Venus Fruit in West

VERNON NUSSBAUM Co., Los Angeles, packers and distributors of Venus dried fruits, having used radio in a series of local tests, on Sept. 13 started for 52 weeks *Andy & Virginia*, quarter-hour song and chatter program, on 7 Don Lee network stations (KHJ, KDB, KGB, KFXM, KPMC, KVOE, KXO), Tues. thru Sat., 8-8:15 a. m. (PST). Glasser Adv. Agency, Los Angeles, has account.

Network Grid Contests Again to Be Sustaining; Local Sponsors Active

MAJOR networks will cover outstanding football games of the autumn season on a sustaining basis, continuing the policy of previous years, but they will carry numerous sponsored programs in which experts will predict scores and give expert comment on games and players.

Leading grid sponsor of the season will be Atlantic Refining Co. [BROADCASTING Sept. 1], with hundreds of local sponsors carrying games over local and regional stations and special hookups.

In addition to its Wednesday night Andre Kostelanetz shows, Liggett & Myers Tobacco Co. for Chesterfield on Sept. 16 starts Eddie Dooley in football comments, assisted by Paul Douglas, on CBS, Thursdays and Saturdays, 6:30-6:45 p. m. (EDST), with repeats at 8:30-8:45 p. m.

Entering into the sports field as a sponsor for the first time, Olds Motor Works, Lansing, Mich. (Oldsmobile) has contracted with WJIM, Lansing, for exclusive sponsorship of all Michigan State football games, starting Sept. 25. Station will feed the entire Michigan network, with Howard Finch and assistant at the microphone. Nine games will be carried, with five announcers and technicians covering out-of-town games, which will include those with Michigan U at Ann Arbor, Missouri at Columbia, Temple at Philadelphia, San Francisco at San Francisco. D. P. Brother Adv. Agency, Detroit, placed the account.

Merchandising efforts will include a number of novel stunts besides the usual schedules and dope sheets. Pure Oil Co. of the Carolinas, for example, will receive calls from listeners, taking the name and address of each and asking for votes on two current games. All votes will be tabulated and results of polls announced on the sponsor's Sunday program on WDNC, Durham, N. C.

A football round table will be one of the features of the *Kate Smith Hour* on CBS beginning Sept. 30. Jim Crowley, one of the original "Four Horsemen" of Notre Dame, and other prominent coaches and sports experts will participate.

Graham Auto Spots

GRAHAM-PAIGE Co., Detroit (autos), is using seven stations in September to promote the firm's regular line of cars. J. Walter Thompson Co., Chicago, is the agency. Following is the complete schedule: 100-word announcements Monday through Saturday, WJSV; 50-word announcements 12 times, WCAU; one-minute night announcements, 12 times, WBZ; quarter-hour programs daily, Sept. 1-30, WMBC; 100-word night announcements thrice weekly, WBAX; 50-word announcements daily Sept. 16-25, KGNC; 125-word night announcements Sept. 14-Oct. 2, thrice weekly, WORK.

MAX WYLIE, director of script and continuity for CBS, will conduct a 15-week course on radio writing at New York University beginning Sept. 23. Mr. Wylie, former professor of English and short story writer, has produced more than 1,500 broadcasts for CBS.

XUM

Auto Firms Plan to Enlarge Use of Radio for New Models

Approach of 1938 Season Finds Broadcasts Playing A Prominent Part in Promotional Campaigns

POISED for the start of their 1938 model years, automobile manufacturers are turning to radio in greater volume than ever before to put over their forthcoming sales stories.

Right down the list of the manufacturers, the air waves are bulking large in the plans for promotion. Companies which formerly did little more than dabble at the possibilities of radio are taking hold with regularly scheduled programs. Others who have been mainstays in the radio field for some time are continuing their pace, and in many cases adding to it.

Only one exception can be noted to this general rule. Ford Motor Co., which ran three network shows last year, has cut its efforts down to two. Chevrolet division of General Motors also has narrowed somewhat its list of transcription stations, but this total has always been a shifting one and it may well be back toward its former levels during the coming year, even though it is comparatively low now.

Many New Series

Graham-Page Motors Corp., the DeSoto division of the Chrysler corporation and Hudson Motor Car Co. are the two newest companies to join the radio fold with regularly scheduled programs.

Graham is on the air over WMBC, Detroit, with two 15-minute programs six times weekly, featuring the *Graham Health Girl*, an exercise program. Indications are that this program, which is booked through the new Graham agency, J. Walter Thompson Co., may be extended later. Meanwhile, offers of a free trip through the Graham factory made during the program have resulted in large crowds of women coming to WMBC to join an auto cavalcade heading to the plant.

DeSoto is completing the recording of a series of 15-minute transcriptions which will be heard over a good-sized group of stations starting about the time the company announces its new models in October. DeSoto is also making a series of Ted Husing transcriptions of one-minute length which will be made available to dealers for their use at announcement time. These are being handled by the Detroit office of J. Stirling Getchell Inc.

Hudson is going on a CBS network, along with WOR, on an ambitious scale with the *Hobby Lobby* program heard this summer over MBS. This series starts on Oct. 6 for half-hours each Wednesday evening at 7:15 (EST). There will be a repeat broadcast at 10:30 for WOR and the western outlets of CBS.

Once again spot announcements will get a tremendous play from the auto companies as their new cars are announced. Chevrolet, as usual, leads in the size of the spot effort. Thousands of spots will be used by this G. M. division to bring prospects into the showrooms when the new cars are announced in mid-October. Nearly every other manufacturer in the business is also employing this method of advertising.

Ford, even though it has dropped one of its chain programs, will continue to be the largest user of regularly-scheduled time on the air. Ford opened its winter *Sunday Evening Hour* series on CBS Sept. 12, and will continue for a 39-week period. Announcement of the fall series, incidentally, precipitated the resignation of Victor Kolar, conductor of the Ford Symphony. Kolar issued a statement saying that his association with the Ford hour had been a happy one, and that he feared the happy conditions would be different this fall as a result of a "change of policy" instituted in connection with the broadcasts. Officials at N. W. Ayer & Son Inc., the agency in charge, and at Ford, said there had been no change of policy instituted. General opinion in Detroit was that Kolar was referring to the increasing use of guest conductors on the program. Last year he conducted nine of the 39 concerts.

Ford will also continue with the Tuesday night *Al Pearce and His Gang* half-hour on CBS.

Principal Radio Plans

A summary of the more important broadcasting efforts which the other manufacturers will use follows:

Packard: New show starring Lanny Ross and including guest stars, which began Sept. 7 from 9:30-10:30 over NBC-Red.

Chrysler: *Major Bowes Amateurs*, from 8-9 p. m., over 90 CBS stations; also home games of Detroit Lions pro football team over WJBK, Detroit.

General Motors Corp: Sunday evening symphony concerts led by Erno Rapee, 8-9 over NBC-Blue.

Chevrolet: Transcriptions over 267 stations two and three times weekly in 15-minute programs, featuring Victor Arden's band; also a regularly scheduled program over CBS, details of which are not yet complete.

Dodge: Eight games of the New York Giants pro football team over WOR.

Nash: *Prof Quiz* program over CBS Saturday nights.

Pontiac: Kathryn Cravens, woman commentator, programs over CBS three afternoons weekly; *Varsity Show* over NBC-Blue starting Oct. 1. This year there will be a repeat broadcast of the 8-8:30 show at 10:30 for western points. Pontiac dealers of Detroit are also opening over WWJ, Detroit, with *Smoothies*, a girls' harmony group, coming on for 15-minute periods Sunday evening, Oct. 3 and thereafter. There are indications this program will be extended to Thursdays also about Dec. 1. Plans are also being completed for broadcasts to be held from dealer showrooms, to bring in crowds of prospects to see the broadcasting.

Oldsmobile: Michigan State College football games, nine in all, coming from WJIM, Lansing, over the Michigan network. This marks the first time Olds has sponsored athletic contests.

Hupp: This producer, back in the field after an absence of about 20 months, is laying out plans for an ambitious promotional campaign during the winter. No decisions have been made, but contemplates a chain radio program shortly after the first of next year.

In addition to these schedules, nearly all of the manufacturers will make available transcriptions and announcements to their dealers for use at announcement and show time and thereafter. Some of them are offering these on a 50-50 basis, and others are simply making the discs or the copy available without charge for whatever use the dealer cares to make of them.

Cubs Sponsor Selves

WHEN the Chicago White Sox played the New York Yankees in Chicago recently, a reenactment of the game was sponsored over WIND by the Chicago Cubs! The Cubs are sponsors of their own games, which are reenacted nightly from 7 to 8 p. m. by Russ Hodges and Jimmy Dudley. When the Cubs were rained out in Philadelphia, and the White Sox were playing an important game against the Yankees, the Cubs called WIND and told the station to go ahead with the broadcast — using the Sox-Yankee game as material. Neisser-Meyerhoff Inc., Chicago, is the Cubs' agency.

IF TYPE HAD WINGS OF AN ANGEL

Or the Press-Radio Feud That Knocked The Stripes Off Inmates of Michigan State Prison

THE OLD press-radio feud has bobbed up in a new setting—within the walls of the Southern Michigan State Prison.

This institution of 5,000 inmates publishes its own semi-monthly tabloid. It also has a centralized radio system with a selection of three programs. It happened this way:

The inmate editor of the *Spectator* outdid himself in a layout and feature story on the new Parole Commission of the state. There were caricatures of the three members, biographical sketches, new policies—in fact everything the educated inmate would want to know about his chances for release under the new order. Work had started a couple of weeks before the particular Wednesday release date.

Radio's Scoop

But on the preceding Monday, the Parole Commission paid a surprise visit to the prison. The inmate head of the centralized radio system then proceeded to scoop the inmate editor of the *Spectator* by getting the counterpart of a *Visitor in the Prison* interview with the head of the Board. He spoke for 15 minutes and what he said made the *Spectator's* story, to be released two days later, old stuff.

Result: A battle between the inmate broadcast manager and the inmate editor over the right of "radio" to scoop the "press."

P. S. The prison system feeds three programs into the cells. Inmates may select the program they desire by plugging the headphone into one of three jacks. Inmates procure service by paying a small monthly rental fee. Programs are heard from WJR, WLW, WWJ, and WIBM, with the latter's programs on one channel continuously.

The warden, by pressing a button on his desk, can connect a microphone in his office to all three channels and utilize loudspeakers around the prison and in the yards.

FORD, G-M START SUNDAY CONCERTS

GENERAL MOTORS Corp. and Ford Motor Co. resume their winter series of classical concerts with arrival of the autumn season but the programs are somewhat altered.

General Motors will use famous opera and concert vocalists for its new General Motors Concert Company, a group to sing exclusively for this program. Among those in the group will be Grace Moore, Maria Jeritza, Helen Jepson, Richard Tauber, Joseph Schmidt and Donald Dickson. The artists are signed for 13 weeks with renewal options and at least eight will make up the group. The series starts on an NBC-Blue network Oct. 3, Sundays, 8-9 p. m. (EST). Campbell-Ewald Co. of New York is agency.

Ford renewed the *Ford Sunday Evening Hour* Sept. 12 at 9-10 p. m., on 95 CBS stations for 39 weeks. This is the fourth season for the show which last year was voted "best musical program" on the air by the Women's National Radio Committee and awarded the blue ribbon in two nationwide radio editors' polls. W. J. Cameron of the Ford Motor Co. will resume his short talks during intermissions. The agency is N. W. Ayer & Son Inc., Philadelphia.

Hudson's CBS Campaign To Be Keyed From WOR

HUDSON MOTOR Co., Detroit, will start *Hobby Lobby*, weekly half-hour novelty program, on 75 CBS stations and WOR, Oct. 6, for 13 weeks with a three-year renewal option. The program will be broadcast Wednesdays, 7:15-7:45 p. m., on CBS-WABC with a repeat from 10:30-11 p. m. which will include WOR and the Midwest and Pacific CBS networks. David Elman of WOR devised the *Hobby Lobby*, which consists of interviews with colorful persons about their hobbies. Brooke, Smith, French & Dorrance Inc., New York, has the account.

Parmelee Taxi Spot

NATIONAL TRANSPORTATION Co. Inc., New York, for Parmelee System Management, operating taxicabs in New York, started Sept. 6 a weekly program heard Mondays at 9-9:15 p. m. (EDST), on WHN, New York, featuring *Bryce Oliver*, writer and commentator. Series will run for 13 weeks. World Wide Adv. Corp., New York, is the agency.

Missouri's 1937 Harvest Largest in 5 Years

REPRESENTATIVES:

FURGASON & ASTON, Inc.

CHICAGO
221 N. La Salle St.

NEW YORK CITY
17 E. 45th St.

DETROIT
Stephenson Bldg.

KANSAS CITY
Dwight Building

XUM

Navy Requirements Lead To FCC Restriction on Stations on 550 kc. Band

FOLLOWING conferences with the Navy Department, the FCC on Sept. 7 issued an order stating a new policy under which no broadcasting station will be licensed to use more than 1,000 watts nights and 5,000 days on the 550 kc. frequency. Moreover, no application for a new station, or for increase in the power or time of existing stations on 550 kc., will be considered unless the station is 300 or more miles away from the nearest coast. The purpose is to preclude possible interference with the international distress (SOS) frequency on 500 kc., and also to protect naval aviation radio frequencies just below 550 kc. At present nine U. S. stations operate on the 550 kc. frequency and one in Canada. The order follows:

No station will be licensed with greater night power than 1 kilowatt, or day power greater than 5 kilowatts, on 550 kilocycles. No application for a new broadcast station or increase in power or time of operation of an existing station will be considered which is located at a distance less than 300 miles from the nearest coast of the United States, unless approval of the Navy Department is submitted in writing with the application. No new station or increase in power or time of operation of an existing station will be authorized which is located at a distance from 300 to 500 miles from the nearest coast, unless approved by the Navy Department.

The above mileages may be decreased if it is shown that a signal intensity of not greater than 100 microvolts per meter will result at the nearest coast or point of naval communications activities. In case a directional antenna is used that increases the signal toward the coast, the mileage may be increased until not more than 100 microvolts per meter result at the nearest coast or point of naval communication.

Sponsor Property Right In Sport Event Left Open

WHEN an injunction barring Transradio Press Inc., New York, from supplying radio stations with a running description of the Louis-Farr fight was granted Aug. 30 by Supreme Court Justice Ferdinand Pecora, the question as to whether or not it would be legal to take tips from an actual broadcast and then authenticate them outside of the arena but within view of the fight was left open by the court. In ruling against Transradio Press and for NBC and Buick Motor Co., sponsor of the broadcast, Justice Pecora upheld the doctrine of International News Service v. Associated Press (248 U. S. 215) and confirmed the property right of a sponsor in an exclusive broadcast. It is understood that Transradio Press is considering appealing the ruling as a test case to clarify the exception of the International News case and specify the procedure by which a news agency may legally furnish its clients with descriptions of athletic contests.

Penick & Ford Starts

PENICK & FORD Ltd. Inc., New York, started Sept. 5 a spot announcement campaign for Brer Rabbit molasses and syrup. One-minute announcements six days a week are running on five stations in the South, according to J. Walter Thompson Co., the agency. The list will be enlarged later.

RECORD BREAKERS—These two 100-KW. tubes, in operation more than 20,000 hours at KOA, Denver 50,000-watt station, are claimants for the world's endurance tube record. Photographed with the colossal kilowatt catapulters are KOA engineers, left to right: E. L. Raeke, G. S. Dutton, F. A. Nelson, Chief Engineer J. A. Slusser, H. G. Austin, R. D. Carrier, V. J. Duke, R. C. Fell and R. C. Thompson.

20,000 HOURS ON THE AIR

KOA's Two 100,000 Watt Tubes on the Air Over Three Years and Still Going Strong

JULES VERNE'S name is indelibly enscribed in literary lore because of his *Twenty Thousand Leagues Under the Sea*, and Warden Lawes ranks as a radio topnotcher with his *Twenty Thousand Years in Sing Sing*. And now, KOA, Denver, claims an all-time record for the life of a couple of transmitter vacuum tubes with *Twenty Thousand Hours On the Air*.

These are not just ordinary tubes either, for they are 100,000 watters, first installed for regular service on July 7, 1934 when KOA, owned by General Electric but operated by NBC, took the air with 50,000 watts. And they are still going strong. The reading at the end of last month was 20,314 hours for one tube and 20,382 hours for the other. It is estimated that more than 60,000 radio programs have been broadcast since the giant bulbs were placed in operation—an average of better than three an hour. KOA engineers are convinced that the tubes will establish a record of at least 30,000 hours.

Those who are technically disposed may be interested in the specifications of the tubes. They are UV-862 Radiotron 100-KW transmitting tubes. They were installed in Denver for testing in April 1934, which tests ran until July, with the customary rigors. They were subjected to such abuses as overvoltage, overmodulation and overload operation. Since regular service began on July 7, 1934, no loss in efficiency has been discernible, despite the terrific heat generated.

The remarkable record is hailed as a tribute to the skill, care and attention of the transmitter engineering staff, under the direction of J. A. Slusser. The cooling system necessarily has operated perfectly and there has been unvarying care and attention devoted to all the other factors which made such a record possible.

Apropos the record, it was pointed out that the hours during which the tubes underwent rough testing were not computed in the record. Moreover, it was pointed out that lightning has struck the transmitter tower several times and that other normal vicissitudes of operation have been experienced.

The KOA engineering staff, proud of its claimed record, wants to know whether any other stations can beat the performance. It would welcome a little "friendly rivalry and competition."

WWL and KGO Favored For Increases to 50 kw.

HOLDING that there is need for additional service in the area proposed to be served and that the application complies with the FCC rules and regulations, Examiner Hill has recommended to the FCC Broadcast Division that it grant the application of WWL, New Orleans, for a power increase from 10,000 to 50,000 watts on its 850 kc. clear channel. The station is operated by Loyola University and managed by Vincent Callahan.

Increase in the power of KGO, San Francisco, from 7,500 to 50,000 watts, and its removal to a new locality with a directional antenna, was recommended to the FCC Broadcast Division Sept. 1 by Examiner John P. Bramhall. The station operates on the duplicated channel of 790 kc., with WGY, Schenectady, which now operates with 50,000 watts. Both stations are owned by General Electric, but managed and operated by NBC.

Skelly Oil in Midwest

SKELLY OIL Co., Kansas City, will start the *Court of Missing Heirs* on a midwestern CBS network Oct. 11 over 21 stations. A contest will be run in conjunction with the show which will be broadcast 7:30 p. m. (EST). Prizes will be given listeners who find the rightful heirs of money left tied up in banks throughout the country. Transcriptions of the program will be spotted in a few other markets. Blackett - Sample - Hummert Inc., Chicago, is agency.

Cisler Is Appointed As Head of KTHS

Also Joins With Shuman to Buy Control of WHBB, Selma

FULL management of KTHS 10,000-watt station in Hot Springs, Ark., was taken over Sept. 7 by Steve Cisler, who resigned the week before as director of WSIX, Nashville local, and who formerly was manager of WJTL, Atlanta (now WATL), and WSGN, Birmingham. Mr. Cisler has been joined by H. A. Shuman, formerly assistant manager of KFDM, Beaumont, Tex., who will be commercial manager of the Hot Springs station. No other changes in personnel are contemplated.

At the same time, it was announced that Messrs. Cisler and Shuman have purchased 75% of the stock of WHBB, 100-watt daytime station at Selma, Ala., and plan to install new studios, offices and technical equipment and to make changes in personnel, if FCC approval of the transfer is obtained. W. J. Reynolds, holder of 25% interest in WHBB, is manager of the station. Two other partners, G. W. Covington Jr. and J. S. Allen, have a favorable FCC examiner's report for a new 100-watter in Montgomery, while the fourth partner, J. A. Hughes, has applied for a new local in Phenix City, Ala. The Cisler-Shuman combination has purchased the stock of the latter three.

Installs New Equipment

According to Mr. Cisler, KTHS has installed new Western Electric speech input equipment, a WE amplifier and WE microphones and plans new studios in the projected Hot Springs civic center, a $300,000 structure which will house the city hall, chamber of commerce, civic auditorium, etc.

Mr. Cisler hails originally from Hot Springs and during his two years as a student at the University of Arkansas was studio manager of the university's station, KUOA, now located in Siloam Springs, Ark.

KTHS is operated by the Hot Springs Chamber of Commerce and until Mr. Cisler's appointment had been directed by Douglas Hotchkiss, chamber secretary. The station was purchased early this year by Col. T. H. Barton, owner of KARK, Little Rock, and KELD, El Dorado, for $75,000. Local interests headed by the mayor sought in chancery court to prevent the sale, which was upheld as legal, but the case is now on appeal to the Arkansas Supreme Court. Hearings before the FCC on the transfer of ownership and on the application of the Barton interests to move the station into Little Rock have several times been postponed due to the litigation.

Elizabeth Arden on NBC

ELIZABETH ARDEN, New York, on Sept. 29, will start *Elizabeth Arden Hour*, starring Eddie Duchin and his orchestra on the NBC-Blue network Wednesdays from 8-8:30 p. m., EDST. The contract is for 52 weeks, through Cecil, Warwick & Legler Inc., New York.

Opening of New WHIP Is Deferred to Oct. 1

OPENING of WHIP, new 5,000-watt daytime sister station of WWAE, Hammond, Ind., will take place about Oct. 1 instead of Sept. 15 as originally scheduled. The three transmitter towers will be completed about Sept. 15 and the station will test them out for about 10 days before actually going on the air.

Included among business already lined up for the station are three half-hours weekly placed by the music department of the Boston Store, Chicago, direct; a program sponsored by Cooperative Meat Packers, Chicago (wholesale meat packers) through Carl Schmidt Co.; Nelson Bros., Furniture Warehouse, through Selviair Broadcasting System Inc., Chicago.

Latest additions to the staff include Francis Obert, announcer, and Everett Parker, production manager.

An Upstate Local's 'Noble Experiment,' Runs Own Line Into New York City

THE FIRST local station to have a direct A. T. & T. line into New York, and with its own branch office in that city, WNBF, Binghamton, N. Y., has launched a new experiment in program and sales effort which will be watched with interest by the industry.

In general patterned after the WLW Line project, by which the Cincinnati 500,000-watter sends to and procures program service from stations in other cities strategically located, the WNBF effort already has elicited favorable comments from a number of New York agencies, according to Harry Trenner, commercial manager.

WNBF, a CBS outlet, has dispensed with the services of Joseph R. McGillvra as exclusive representative. Asserting that the representative "did a good job" and that the change was not caused by any dissatisfaction, Mr. Trenner said that the commissions normally paid on national business are being diverted toward payment for the full-time A. T. & T. circuit. The wire terminates at the control board in Binghamton on one end and at the A. T. & T. board on Walker St. in New York on the other.

"Our pickups in New York City will be made with local loops to the terminating point at Walker St.", Mr. Trenner explained. "WOR and WINS are already wired up to this line and we are taking programs in conjunction with these two stations.

"Three or four of the larger agencies have already expressed interest in having a loop put into their offices so that they may produce shows in their own studios. Most of the larger agencies have completely equipped studios. The purpose of this move would be to test shows in Binghamton, and eliminate the necessity of cutting transcriptions for test purposes, giving more flexibility for changing shows than would be possible in the case of wax, and getting a true 'live talent' reaction to an advertiser's potential program.

"At the outset we believed that the 'noble' experiment might be just a little costly to us, but up to the present time we are out of the red and well into the black to the extent of about double our investment. We hope to be able to pick up some sustaining shows in New York as well as the commercials that we are after. While we are a medium sized market 'up in the sticks', as it were, we feel that our audience is not going to be satisfied with sustainers that do not compare favorably with what they hear over our station through the network.

"The policy is one of general improvement in program structure as well as a commercial endeavor. The idea is not entirely new. It is being done by WLW and another station out in the Middlewest."

WNBF has established offices at 366 Madison Ave., Mr. Trenner said, and will operate the New York end itself temporarily. The station may not completely eliminate representation, Mr. Trenner said, but temporarily that is part of the experiment. Mr. Trenner plans to spend several days each week in New York during the coming season.

IN ITS *development of original programs for responsible sponsors, WXYZ has long been one of America's most successful stations.*

You Should Sell More Goods In Michigan

And Here's Your Beaten Path Right Into the Pocketbooks of Michigan Housewives

Fresh news, about women, straight from our U. P. wire; a gossipy Hollywood letter; the very latest styles and the people who're wearing them—that's the message Nancy Osgood regularly broadcasts for the women of Detroit and Michigan over WXYZ. We call it "Women In the News".

Mondays through Fridays, 1:30 to 1:45 p.m.

And do those women like it!

Here's an audience ready-made to carry your sales message.

Nancy learned how to hold audiences on the stage. Her pleasant voice and winning personality suggest intriguing merchandising possibilities too.

You should sell more goods in Michigan. "Women In the News" is ready to shoot your Michigan sales curve sharply upward. Just ask us for the whole story.

King-Trendle Broadcasting Corp.
300 Madison Theatre Building · · Detroit

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Eastern Office:
550 Chanin Building
New York

Western Office:
Russ Building
San Francisco

WXYZ — DETROIT

Beaumont's Big Series

BEAUMONT LABORATORIES, St. Louis (Four-Way cold tablets) will start a new program, *Four Stars Tonight*, on four stations of the WLW Line, starting Oct. 4. The program will originate on WLW, Cincinnati, and will be broadcast Mondays and Fridays, 7:15-7:30 p. m. (EST) over WHN, WFIL and KQV. Transcriptions of the network show will be placed on 15 other stations with one-minute transcribed announcements starting on 30 more. The entire campaign begins the first week of October and will continue through the winter. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

General Mills Test

GENERAL MILLS Inc., Minneapolis (flour), will test *Love for a Day*, new quarter-hour transcription, in a few Minnesota markets, including Duluth and Fargo, the first part of October. Series will run five times weekly. Blackett-Sample-Hummert Inc., Chicago, is agency.

Barnsdall in Midwest

BARNSDALL REFINING Corp., Tulsa ("B" Square gas), will start a musical variety show called *Funbug* over a split midwestern CBS hookup Sept. 26, keyed from Tulsa, Sundays, 2 p. m. Cooperative Adv. Inc., Tulsa, is agency.

ALL home and away games of the Detroit Lions pro grid team, owned by George A. Richards, chief owner of WJR, Detroit, will this season be broadcast over WJBK, Detroit, and possibly over the Michigan Network, sponsored by Chrysler. Harry Wismer and Al Nagler will handle the games.

XUM

A BICYCLE BUILT FOR

YOU!

WOR is like a bicycle. Wait . . .

WOR is like a racing bicycle.

A *big* one.

Built for you.

19 hours of each day it purrs up to the doors of almost 4 million radio homes—or places that people call homes. Nice homes. These last six months 170 people who sell things hopped aboard. Some paid $370 for a ¼-hr. evening ride. Others shot the works and spun around for a full hour evening at $925. And a lot of those riders have now stopped peddling and are coasting along and coming home each day with their pockets full of the nicest things. *Some ride!*

WOR

Program Firm Is Started By Russell Comer Agency

RUSSELL C. COMER Co., Chicago agency, has started a separate company, National Radio Programs Inc., for the purpose of taking over all transcribed programs of the agency together with outside programs which will be made available to all radio advertisers. F. W. Hemingway will head the new firm, which will be located at 540 N. Michigan Ave., Chicago. Present plans are to discontinue the Chicago office of Russell C. Comer Co., with the agency handling its business out of the Kansas City office. National Radio Programs already has obtained the exclusive rights to several transcribed shows including the *Adventures of Jimmy Allen, Lem 'n' Tina, Safety Cadets, Ann of the Airlines, Adventures of Frank Farrell* and *Katie & Jim's First Year.*

Chicago Stations Supply Radio Lessons As Infantile Paralysis Closes Schools

By HAL TATE

PRACTICALLY all of the radio stations in Chicago are cooperating with newspapers to present regular schoolroom work for 450,000 school children who have missed classes since closing of Chicago schools due to the infantile paralysis epidemic.

Originally suggested by George H. Biggar, of WLS, the plan is as follows: Each day the Chicago newspapers print brief excerpts summarized from text-books used in the schools and covering various subjects taught in elementary schools from grades 3 to 8, inclusive. These lessons are to be studied at home. The next day, on the Chicago stations, selected teachers lecture on the texts.

Each period of time on a station is directed to a particular class such as 8A or 2B or 5A. Enough time has been donated by all Chicago stations to cover the six elementary grades. First and second grades are not included.

High school pupils have been omitted because it is assumed they are mature enough to study on their own initiative. For the broadcasts, WLS has built special studios in the Board of Education building.

Robert L. Kaufman, promotional director of WLS, experimented with a similar plan on a smaller scale in 1930. At that time, the schools were closed in Marquette, Mich., and WBEO, together with the *Daily Mining Journal*, collaborated to present both textual and audible instruction. The experiment was highly successful.

In 1932 when lack of funds forced the board of education to discontinue summer schools in Chicago, NBC presented a *Summer School of the Air* over WMAQ. At that time NBC hired its own teachers and printed its own textbooks.

In Chicago, subjects being taught via radio and the printed word include English, history, geography, mathematics, sciences and health. The lessons will continue until the schools open, the tentative starting date having been set at Oct. 1. When the pupils go back to school they will be given examinations on the material covered in the combined radio and newspaper lessons. Some allowance will be made for children whose homes lack radio sets.

Details of time schedules on stations were still being worked out as BROADCASTING went to press. Station executives and publishers met over the Sept. 11 weekend with Board of Education officials to work out complete details of the schedule. William H. Johnson, superintendent of Cook County schools and Miss Minnie E. Fallon, assistant superintendent in charge of elementary schools, were completing the complete plan with station and newspapermen.

Stations carrying the broadcasts in addition to WLS are WENR, WGN, WBBM, WIND, WJJD, WCFL and WAAF.

Westinghouse

Announces

The Appointment of

FREE & PETERS, INC.

As Exclusive National Representative For

WOWO and WGL

FORT WAYNE, INDIANA

WOWO, Indiana's Most Powerful Broadcasting Station, is a member of the NBC Basic Blue Network.

WGL is its metropolitan affiliate in Fort Wayne and a member of the Supplementary Basic NBC Red or Blue Network.

Ironized Yeast's Spots

J. G. DODSON PROPRIETARIES, Atlanta (Ironized Yeast), started Sept. 5 on 39 stations throughout the country, using a 15-minute transcribed program featuring Whispering Jack Smith and Arnold Johnson's orchestra. Program will be heard twice weekly for 13 weeks. The same series will be used on a 13-week twice-weekly schedule starting Sept. 20 on Canadian stations CKY, Winnipeg; CJCA, Edmonton; CFAC, Calgary; CKCK, Regina, and CFCF, Montreal. Ruthrauff & Ryan Inc., New York, is the agency.

Cystex Plans Campaign

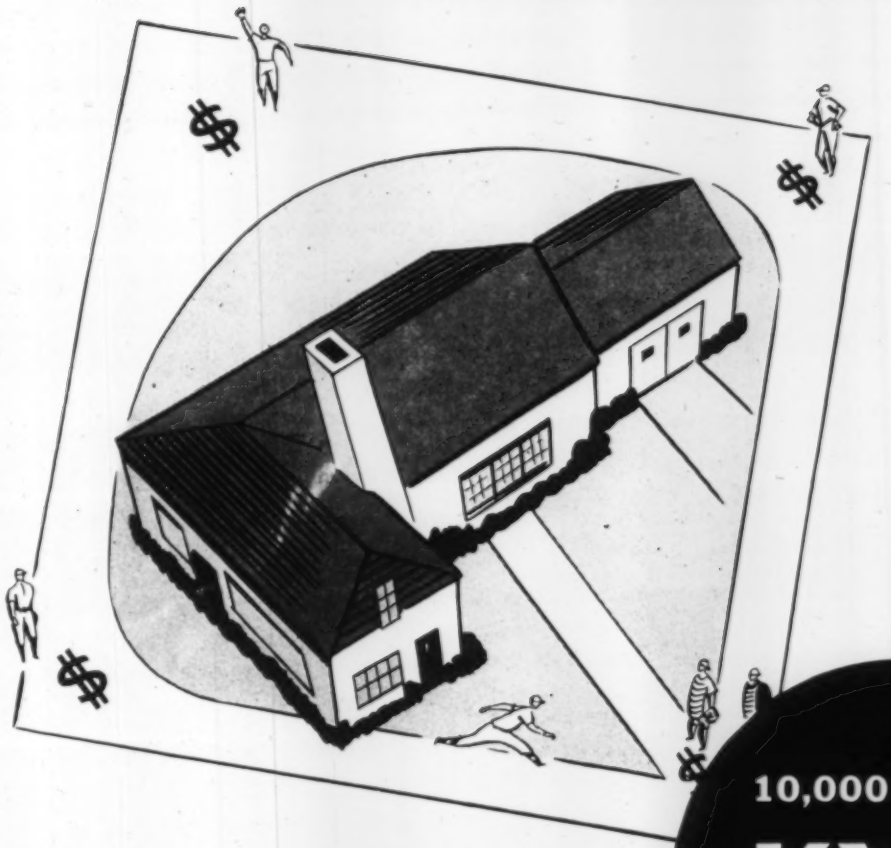
KNOX Co., Kansas City (Cystex), which places its radio through Dillon & Kirk and the Allen C. Smith Adv. Co., both of that city, is planning a fall campaign using 26 quarter-hour transcribed short newspaper stories titled *Extra, Extra!* Series is being cut by Radio Transcription Co. of America, Hollywood. List of stations and details of the campaign have not been announced, but it is understood that it will be national in scope.

White King Campaign

WHITE KING SOAP Co., Los Angeles (granulated soap), is conducting a 13-week fall campaign on 14 western and midwestern stations, having started Aug. 16 using five times weekly a five-minute dramatized travelogue transcription series, cut by Associated Cinema Studios, Hollywood, which features Kay White, commentator. Although campaign has been announced for 13 weeks, it is expected that it will be extended and list of stations enlarged. Stations are WDAF, KANS, KGNC, KLZ, KOIL, KSD, KSO, KTUL, WFAA, KTSM, KTRH, KTSA, KOMA, KRGV. Agency is Barnes Chase Co., Los Angeles, with H. H. Chase account executive.

XUM

a HOME Run! in Philadelphia



KYW—that smash hit on the *home* field of America—PHILADELPHIA, a teeming, metropolitan hub with more *single-family* residences than Detroit, St. Louis, and Cincinnati *combined.* KYW will boost the batting average of *your* sales curve.

A Basic Red Network Station
Completely Programmed by NBC

10,000 WATTS

KYW

PHILADELPHIA

TOPS IN SPOT

New Market Data In CBS Brochure

THE NEW CBS *Listening Areas*, bringing up to date the maps and studies of station coverage issued by that network, will be off the presses about Oct. 15. A notice to CBS stockholders, announcing the latest coverage folio, calls the maps the only ones which measure the distinction between day and evening audience-patterns of each station.

In addition to maps of the coverage areas of each affiliate station, a new series of maps will be included showing where the nation's dealers and distributors listen to individual stations. "Such maps are important," it is stated, "because the typical merchant plays a dual role in radio. He not only makes available radio-advertised products to the people who hear and are influenced by sponsored programs. He is part of the general audience, too, listening to the same influences.

"The new Columbia maps chart his whereabouts both as audience and as dealer. They reveal the completeness of Columbia's service to advertisers. Best of all, they provide a new tool for Columbia clients in working out distribution and advertising problems."

CBS *Listening Areas* will contain more than 400 pages of reference data, including day and night audience maps, day and night dealer maps and reports on the population and market for each station's listening area. Listening data was gathered by canvassing the audience over various periods, and a response was obtained from more than 950,000 listeners.

SPOT AIR NEWS
WAAT and Agency on Job At Newark Airport

WAAT, Newark, has been carrying a sponsored *Skyways Reporter* program from the American Airlines terminal at Newark Airport since early July. During the program the reporter, Bob Becker, interviews passengers departing or arriving at the world's busiest air terminal and also a number of personnel.

Paul La Stayo, manager of WAAT, announces that his station will carry special broadcasts from the field whenever anyone of public interest passes thru. In addition to the "personality" angle, such events as the arrival of cross-country record breaking events and other news-worthy items will be aired.

Broadcasting activities from the American Terminal are controlled by the Wm. N. Scheer Agency, Newark, and handled by Bob Becker, who is announcer for the agency. This agency now has a complete broadcasting staff, including also Robert Walsh, promotion, and Arthur F. Beadle, engineer. Mr. Scheer himself directs the programs and is also a capable announcer.

NEW RATE cards for both WHK and WJAY, Cleveland, have been issued by C. A. McLaughlin, general sales manager, to go into effect when WHK leaves CBS to join NBC-Blue and WJAY joins Mutual Network Sept. 26.

CHILDREN—Of the General Protestant Orphan Home, Cincinnati, made short work of the prize 79 lb. Texas watermelon given them by William S. Hedges (center), general manager of WLW. The melon was one of 100 or more sent via express in big galvanized iron washtubs by Harold Hough, manager of WBAP, Fort Worth, to various friends throughout the industry. They were cultivated on Hough's farm which this year enjoyed a bumper crop of the luscious giants.

Willard to Use 100

WILLARD TABLET Co., Chicago (Willard's Messenger), according to Oscar E. Frider, president of the firm, will start five-minute shows and quarter-hour programs on 90 to 100 stations starting the first of November. Most of the programs will run thrice weekly with a few on a daily schedule. Some stations will start Oct. 15. First United Broadcasters Inc., Chicago, is agency.

Bradley Buys Talc Firm But Continues in Radio

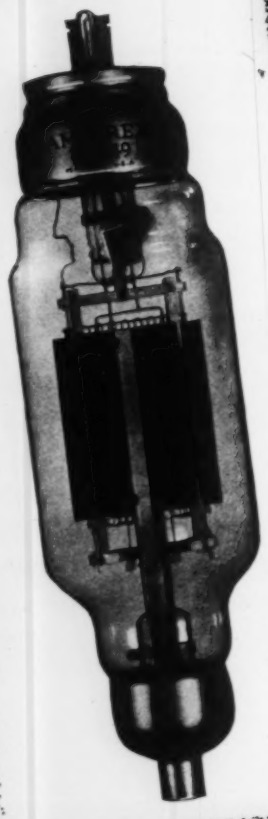
TRUMAN BRADLEY, CBS, Chicago commentator, heard on the Sunday night Ford concert programs and newscaster for Proctor & Gamble over WBBM, Chicago, has purchased the Mme. Huntingford Cosmetic Co., Chicago. Mr. Bradley is president of the firm, and his sister, Elene Bradley, is general manager.

A medium priced cosmetic, Mme. Huntingford, has been on the market for the past 40 years, and it is Bradley's plan to increase distribution on a nationwide scale. Newspapers and magazines will be used first and possibly radio later.

Although head of the cosmetic firm, Mr. Bradley will not forego his radio chores. His sister will be active in the sales end of the business. Miss Bradley, was with the Elmo Co., Philadelphia cosmeticians, and later with Max Factor.

Mr. Bradley was married in Chicago Sept. 8 to Evelyn Jane Esenther of Oak Park, Ill. Officiating at the ceremony was Oren (Buck) Weaver, WBBM radio news editor, who is assistant rector of the Church of the Atonement (Episcopal) in Chicago.

RICHARD LE BON COSMETIC Co., Hollywood, which has used radio locally in a series of short tests during the last five months to advertise its 14 products, on Aug. 29 started for 14 weeks *The People Cast* on KFWB, that city. Thrice weekly quarter-hour program features Nona Croft, commentator, formerly of WEAF, New York, in interviews with motion picture celebrities and in fashion talks. Sponsor, placing direct, plans to extend radio activities nationally in late fall.



After more than 16,000 hours of operating life ● *"your tubes have given us the best performance of any we have ever used."*

writes WSYB
RUTLAND, VERMONT

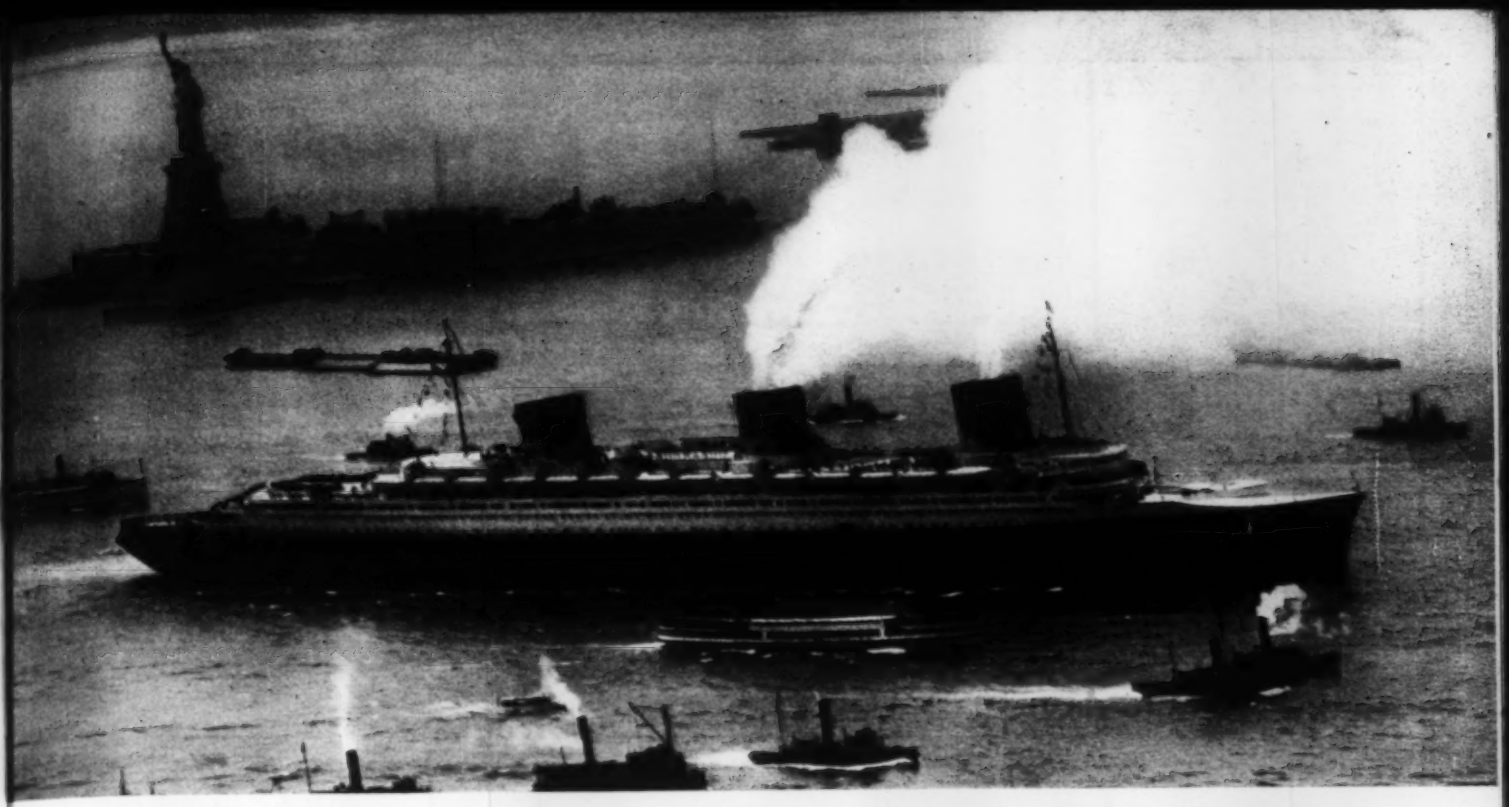
AMPEREX 849

Built into this 849 is that extra margin of efficiency which is reflected in the unusually long life and superior performance of every Amperex transmitting tube.

The perfect heat radiating graphite anode of the Amperex 849 is mounted in a floating structure, with extra high insulation between elements. This feature, exclusive in Amperex types, increases the RF voltage tolerance and minimizes interelectrode leakage.

AMPEREX ELECTRONIC PRODUCTS INC.
79 WASHINGTON STREET
BROOKLYN, NEW YORK

XUM



GANGPLANKING THE NOTABLES

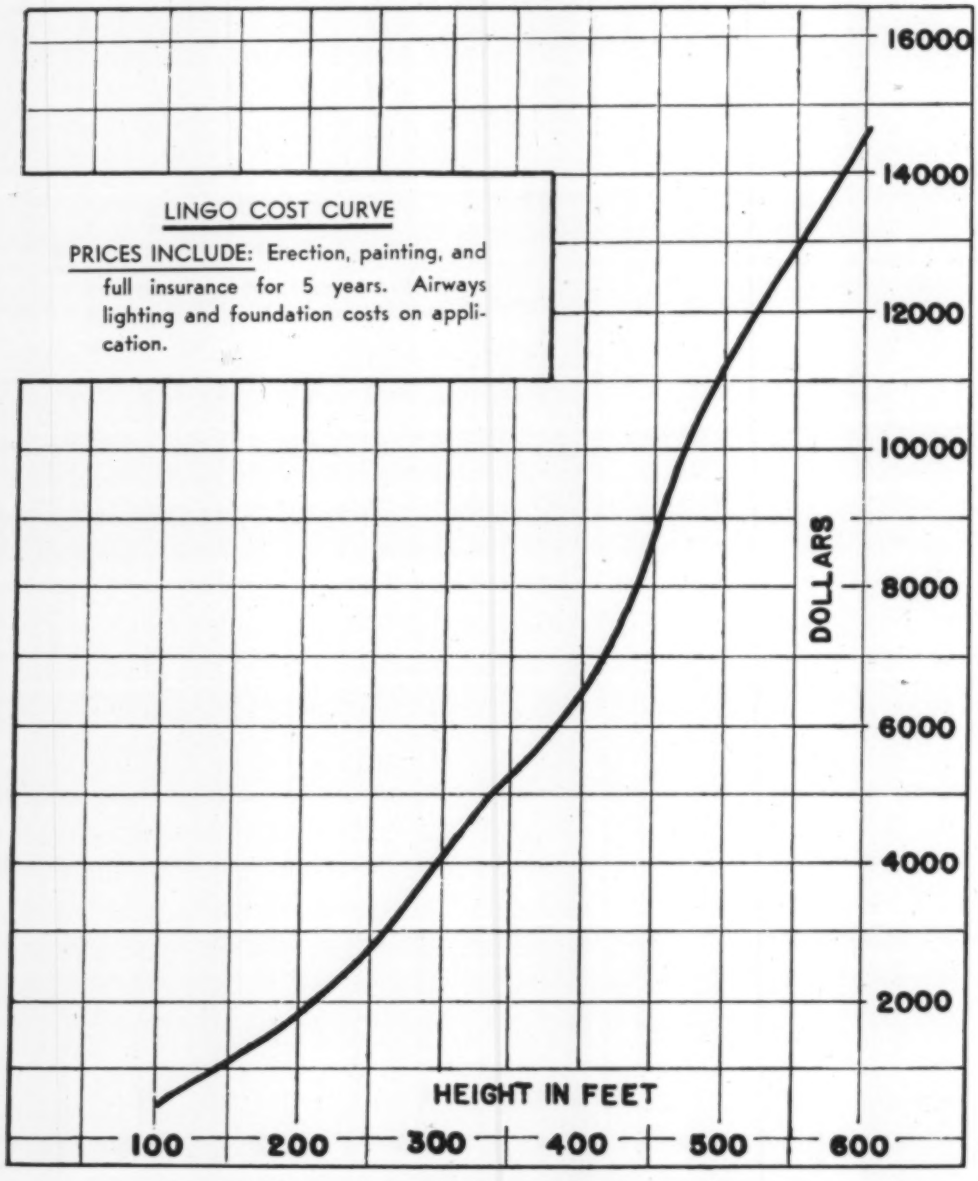
The big ship docks. Happy voyagers scamper down the gangplank. Ambassadors . . . golf champs . . . famous scientists . . . cinema stars . . . celebrities galore! They're chatting on the pier, telling about their trip abroad, their future plans. Their stories will "make" tomorrow's papers. But look! . . . There's a microphone . . . a WMCA microphone! New York radio fans are getting a *scoop* interview with these famous personalities. Marvelous thing, radio! *Enterprising station, WMCA!*

NEW YORK'S OWN STATION

WMCA

NEW STANDARDS FOR

LOWERED COSTS!



5-YEAR INSURANCE!

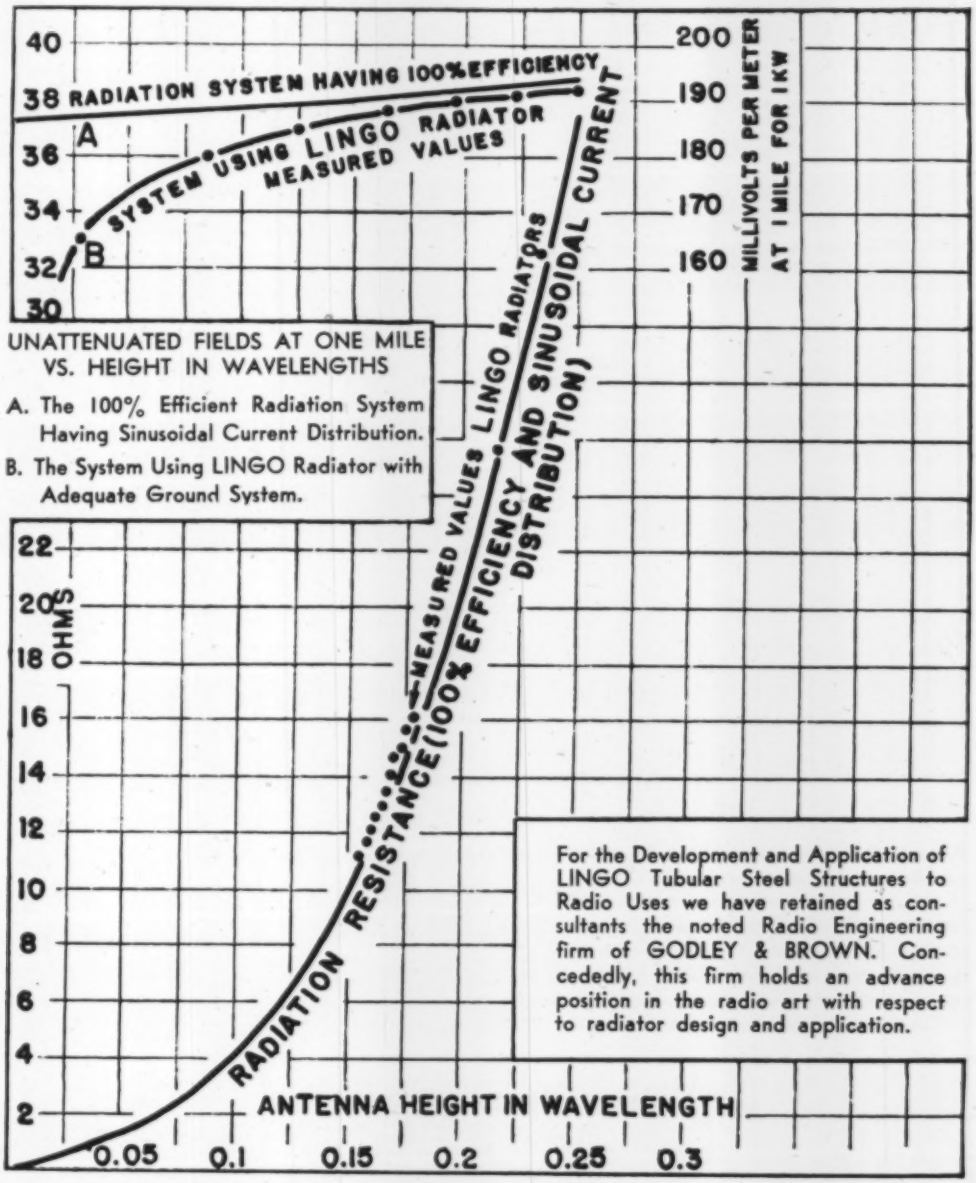
JOHN E. LINGO & SON, IN

MANUFACTURERS AND ERECTORS OF TUB

CAMDEN, NEW

VERTICAL RADIATORS

OPTIMUM PERFORMANCE!



UNATTENUATED FIELDS AT ONE MILE VS. HEIGHT IN WAVELENGTHS

A. The 100% Efficient Radiation System Having Sinusoidal Current Distribution.

B. The System Using LINGO Radiator with Adequate Ground System.

For the Development and Application of LINGO Tubular Steel Structures to Radio Uses we have retained as consultants the noted Radio Engineering firm of GODLEY & BROWN. Concededly, this firm holds an advance position in the radio art with respect to radiator design and application.

INDIVIDUAL ENGINEERING!

INC., ESTABLISHED 1897

TUBULAR STEEL VERTICAL RADIATORS

NEW JERSEY

KFRO, WKOK DEALS APPROVED BY FCC

TRANSFERS of the ownership of two local stations—KFRO, Longview, Tex., and WKOK, Sunbury, Pa.—were approved by the FCC Division Sept. 7. At the same time the proposed sale of WNAX, Yankton, S. D., to Gardner Cowles Jr. and Luther Hill, of the Iowa Broadcasting System, was ordered set for hearing, date of which has not yet been fixed. The sale price of WNAX is understood to be $175,000.

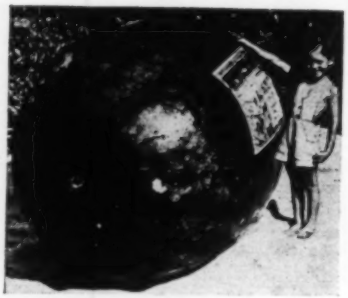
The KFRO deal represented a transfer of 50% stockholdings from Rogers Lacy to James R. Curtis, thus giving the latter 100% ownership. Mr. Curtis has quit the practice of law to manage the station.

The WKOK deal represented transfer of control from the *Sunbury Item* to individual stockholders. The newspaper formerly owned 73% of the stock, which is now held personally by Harry A. Haddon and B. A. Beck, the publishers, and George W. Beck.

Cudahy Packing Adds

CUDAHY PACKING Co., Chicago, for Old Dutch Cleanser, on Sept. 27 will add 8 CBS stations to the present schedule for *Bachelor's Children*. The program, heard Mondays through Fridays at 9:45-10 a. m. EDST, has been on 10 stations for the last year and marks its first anniversary on CBS on the same date. The agency is Roche, Williams & Cunningham Inc., Chicago. The new stations are WOKO, Albany; WCHS, Charleston; KRNT, Des Moines; KMBC, Kansas City; KFAB, Lincoln; WHAS, Louisville; WCCO, Minneapolis.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue Coal), will sponsor *The Shadow* starting Sept. 26, on a Mutual network of 11 stations. The mystery play will be broadcast at 4-4:30 p. m. (EDST) with repeat at 5:30. The agency is Ruthrauff & Ryan Inc., New York.



WHAT AGAIN?—Yep, it's still another of Harold (WBAP) Hough's Texas melons (See Page 26). It may be an optical illusion or just plain fake photography. Anyway, left to right, we have one Texas melon and Herb Hollister 3d, four-year-old son of the manager of KANS, Wichita, and one of the industry's crack candid *cameriacs*. Herb 3d displaces 40 lbs. The melon —well you guess!

Good Crops Bring Cooperative Spots

Producers Turn to Broadcasts To Move Surplus Supplies

BUMPER and surplus crops in a number of regions have led to extensive use of radio to move products to consumers. Among products involved are California pears, Maine potatoes, Ohio applies, Missouri apples and Pacific eggs.

State of Maine Development Commission (potatoes) will start Sept. 21 on *Marjorie Mills*, women's program originating in Boston, on 15 stations, of which 7 are Yankee Network and 8 Mutual. The broadcast will be Tuesdays and Thursdays at 1:15-1:30 p. m. (EDST), on the Mutual stations and 1:45-2 p. m. on the Yankee stations. The contract is for 26 weeks, placed through Brooke, Smith, French & Dorrance Inc., New York. Stations are WNAC, Boston; WEAN, Providence; WICC, Bridgeport; WTIC, Hartford; WTAG, Worcester; WCSH, Portland, Me.; WLBZ, Bangor; WBAL, Baltimore; WGN, Chicago; WOR, Newark; WOL, Washington; WCAE, Pittsburgh; WABY, Albany; WKBW, Buffalo; WFIL, Philadelphia.

Apple Campaigns

Missouri apple growers are considering a national promotional drive involving expenditure of perhaps $10,000. The money would be raised by a cent-a-bushel assessment and would be spent for the most part in Missouri.

Ohio Apple Institute plans to use spots on a number of Ohio stations, through Nesbitt Service Co., Cleveland, to move its better than usual crop. The list has not been made public. The institute comprises some 500 growers.

Pacific Egg Producers Cooperative, New York, at a recent meeting with the National Association of Food Chains, Washington, discussed plans to remove surplus eggs through a consumer advertising drive. Chain stores agreed to cooperate with the cooperative.

Bartlett Pear Advisory Board, through J. Walter Thompson Co., San Francisco, some time ago placed a series of spot announcements in all parts of the country.

Lettuce Growers, Too

WITH a fall advertising appropriation of about $65,000 to be concentrated in seven major markets, the National Advertising Committee of the Western Growers Protective Association is using radio along with newspapers and dealer service to introduce the new brand name "Crisp Eatin'" iceberg head lettuce. The campaign will be launched during the latter part of September. Spots will be used in New York, Pittsburgh, Cleveland, Cincinnati, Chicago, Des Moines and Detroit. The agency is J. Walter Thompson Co.

BURRUS MILL & ELEVATOR Co., Fort Worth, has assumed sponsorship of *Lightcrust Doughboys* over the Texas Quality Network, with Parker O. Willson as m.c., placed through J. Walter Thompson Co.

A. J. KRANK Inc., St. Paul, has agreed with the Federal Trade Commission to cease allegedly false claims made for Balm Argenta.

OPERATING THE LATEST HIGH FIDELITY 5000 WATT TRANSMITTER

KSD

in St. Louis

Present commitments indicate that all available time will be sold

Population Coverage

KSD Day Time 4,033,982

KSD Night Time 2,481,390

Based on population of counties receiving one-half millivolt service or better.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

PREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

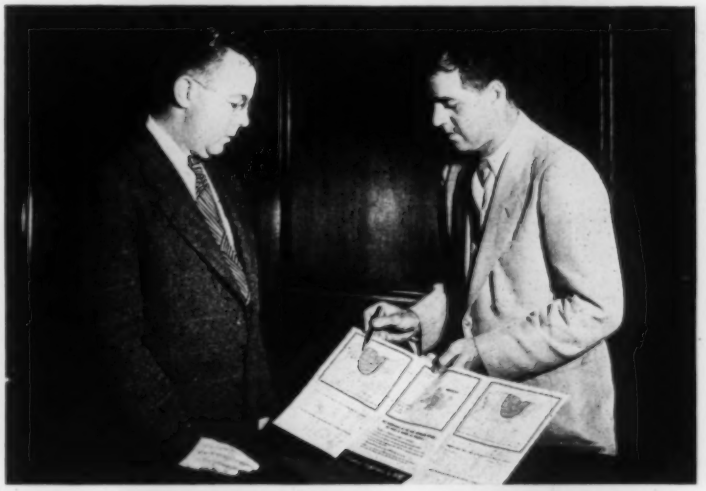
One For All And — —

NO DICTIONARY NEEDED to answer that one! Robert Johnson, Mgr., Reliable Furniture Co., Rochester, promptly answers Charlotte Edwards' question: "What's helping boost sales at the Reliable?" The answer?—Reliable's boys' and girls' question-and-answer program over WHEC! Charlotte has been rattling off questions so effectively for six months that a third renewal has been contracted.

INTO THE TANK BY THE "AIR ROUTE" go thousands of gallons of Texaco in the Rochester area! H. H. Wende (left) and A. J. Hocking of Goodyear-Wende, Texaco distributor, inspect approvingly a map showing Texaco's local dealer distribution. No small share of the credit for Texaco's enviable standing in Rochester is owing to the consistently steady use of WHEC time for more than four years.

"ALL RIGHT!—ALL RIGHT!" says Major Bowes' familiar voice, and Charles W. Fields, distributor for Chrysler and Plymouth in the Rochester area, re-echoes the sentiment as he tunes in on the famous "Amateur Hour" over WHEC every Thursday. Making a good thing still better, C. W. Fields, Inc., has for many months tied in with a period of its own immediately following the Chrysler program.

SHAKESPEARE AS YOU LIKE IT!—WHEC and CBS bring Rochesterians outstanding Shakespearean drama every Monday evening. A room at Rochester's Central Library especially set aside for listeners to this program resulted in tremendously increased demand for Shakespearean literature. John Lowe, chief librarian, and Miss Taylor of the Literary Division, show WHEC's Gunnar Wiig some of the library's special tie-in displays.



"UNSEEN FRIEND" BRINGS VISIBLE RESULTS! A seven-program-per-week client of WHEC is the Personal Finance Company, whose morning "Musical Clock" program and evening "Your Unseen Friend" have both been going strong for more than two years. W. C. Steffen, Mgr. of the Personal Finance Company, shows keen interest as Lemoine Wheeler, WHEC Commercial Mgr., explains to him the Station's new wider coverage.

Rochester Prefers—

WHEC

ROCHESTER, N. Y. **BASIC CBS**

Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco

Judge Ashby Completes Study of Foreign Radio

A. L. ASHBY, vice-president and general counsel of NBC, returned to his office Sept. 6 after an extended trip to Europe. He studied broadcasting system methods and law in England, France, Germany, Italy, Holland, Belgium, Hungary and Austria, and conferred with broadcasting officials in those countries. He also conferred with officials of the International Broadcasting Union, central organization of European broadcasters headquartered at Berne, Switzerland.

General counsel of NBC since its creation in 1926, Judge Ashby has been intimately associated with all legal problems affecting radio. Copyright law and problems have fallen within the scope of his activity and during his European studies, it is understood, he made a complete investigation of copyright problems abroad.

LINDSEY SPIGHT, Pacific Coast manager of John Blair & Co., on Sept. 22 starts to inaugurate a ten-weeks lecture course in "Radio Advertising" at the University of California Extension Division.

EDUCATION IN MODERNE MODE

Benton to Adapt Methods of Successful Commercial Programs to Broadcasts of Chicago U

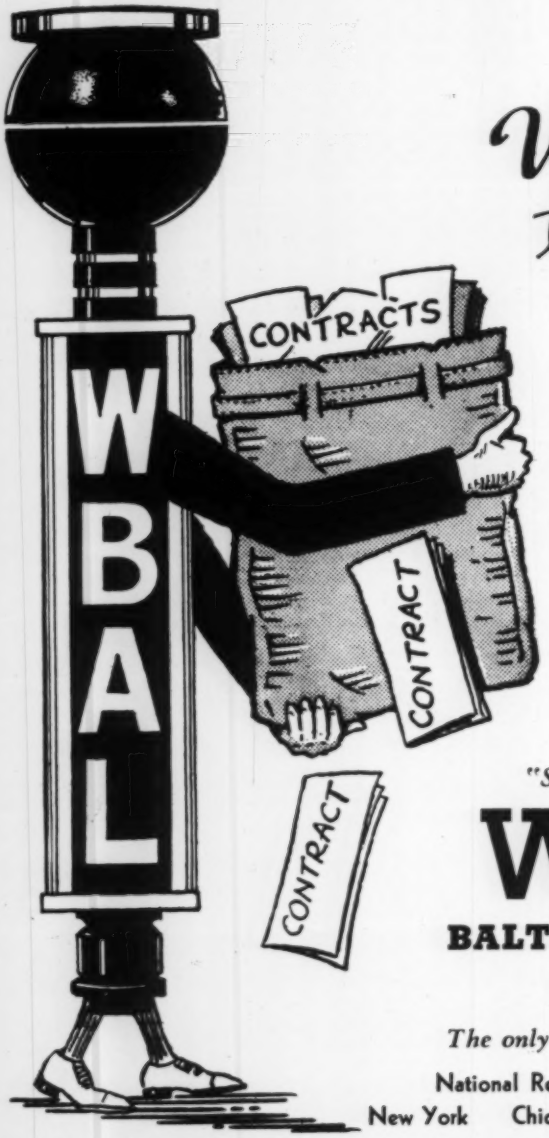
MODERN methods of popularizing science through radio may be brought into American education by a university which already has upset the applecart of traditional teaching with a plan favoring progressive students.

This was indicated by William B. Benton, vice-president of the University of Chicago and retired at the age of 37 as president of Benton & Bowles Inc., national advertising agency, on his arrival in Los Angeles Aug. 26 on the SS. *Malolo* from the Orient.

Mr. Benton, one of America's most brilliant advertising executives, disclosed that he will take over the active supervision of all University of Chicago educational radio programs, including the famous NBC-University of Chicago *Sunday Round Table*. Sponsored jointly by the University and NBC for five years, the program, he said, is one of the most popular educational features on the air. He inferred that program methods used with success by big commercial network programs would be employed to popularize educational broadcasts from the Chicago institution in a pioneering effort that may spread to other universities.

The former agency head was summoned to the University of Chicago by his 38 year old former classmate at Yale, Dr. Robert Maynard Hutchins, who as president of U of C has been responsible for the famous Chicago plan of promoting students as rapidly as their aptitude in studies permits. Benton will take over his educational duties Oct. 1.

GENE LA VALLE, director of dramatics of WHY-WJAY, Cleveland, will conduct a weekly course in radio dramatics during the fall semester of Western Reserve University, the classes meeting in the station studios.



We're Holding the Bag..

And Proud of It!

When you select WBAL to reach the Baltimore and Maryland market, results are "in the bag". It takes power to reach this large audience; WBAL has ten times greater power than any other station in the State.

Our bag is bulging with contracts from sponsors who KNOW the value of using the topnotch station in a topnotch area—*Inquire about rates and available time for your sales message.*

"Serving the Public Interest"

WBAL

BALTIMORE, MARYLAND

10,000 WATTS

The only clear channel station in Maryland

National Representatives — HEARST RADIO

New York Chicago San Francisco Los Angeles Dallas

Driscoll Manages KRKD; Sale Is Rejected by FCC

Mr. Driscoll

JOHN AUSTIN DRISCOLL, well-known Southern California radio sales and advertising agency executive, has been made general manager of KRKD, Los Angeles, the appointment being announced by Frank P. Doherty, president of Radio Broadcasters Inc., operators of the station. Driscoll has been in radio for more than 10 years in various capacities. He is widely known in Southern California for his sports announcing. For the past 2½ years he has headed the John Austin Driscoll Adv. Agency in that city, which he will continue to operate along with his station duties. Hazel Ryan, who has been acting manager of KRKD, returns to her former post of assistant manager and also office manager. Howard R. Bell, program director of the station, has been named studio manager in charge of production.

The FCC on Sept. 7 dismissed with prejudice the application of Mr. Doherty to transfer control of KRKD to J. F. Burke Sr. and Loyal K. King, thus causing the proposed sale deal to be dropped.

Radio School in Dallas

THE FIRST school of its kind in the Southwest to teach the technique of radio broadcasting from the standpoint of the artist, the Southwestern School of Radio Broadcasting on Oct. 1 will open with fall classes in the Melba Building, Dallas. Each session will be two months in length, the course of study to include microphone technique, script writing, production & direction, and diction. Studies will be taught by radio experts actively engaged in actual broadcasting work over Dallas radio stations, Forrest W. Clough, business manager, has announced. Students will be auditioned before admitted to school. Gordon Butler Radio Productions, Dallas, transcription producers, is the parent organization of the school. It recently enlarged its studios and plans are under way for building a 20 x 20 foot studio adjacent to the newly equipped control room.

Dr. Angell's Plans

ENTERING upon his duties as educational counselor of NBC on Sept. 9, Dr. James Rowland Angell, who recently retired as president of Yale University, announced that he was planning a month of "apprenticeship" in his headquarters in Radio City before sailing for Europe to study radio education in England and the Scandinavian countries. He will return early in January, and indicated that his first interest will be the extension of adult or popular education through the broadcasting medium.

DR. LEVERING TYSON, until recently director of the National Advisory Council on Radio in Education, assumes his post as president of Muhlenberg College, Allentown, Pa., on Oct. 2, and the inaugural ceremonies will be broadcast over NBC-Blue.

XUM

Looking at it from every angle

• • St. Louis is an important market. It merits, on the part of any advertiser, careful, analytical judgment of the selling forces to be employed.

• • If radio is to be used (and most aggressive merchandisers do use it because, through no other St. Louis advertising medium will you find so powerful a surge of selling force) there is one station in St. Louis which is the overwhelming choice of everyone interested in the ultimate sale and consumption of advertised merchandise—the dominant choice of not only the great consuming public of metropolitan St. Louis and surrounding territory, but the dominant choice of RETAIL DEALERS, BRANCH MANAGERS, LOCAL SALES ORGANIZATIONS, JOBBERS AND WHOLESALERS • •

• • THAT STATION IS KMOX—
"The Voice of St. Louis"

KMOX ST. LOUIS—50,000 WATTS. Owned and operated by the Columbia Broadcasting System.
Represented by RADIO SALES: New York, Chicago, Detroit, Los Angeles, San Francisco

Networks' Daytime Sales Up Sharply for Summer

EXPENDITURES of radio advertisers for weekday daytime hours have been released by NBC and CBS showing that for July and August, NBC's Red and Blue network billings were $1,443,469, or 39.3% over 1936. For the same period, CBS grossed $1,190,142, against $332,910 in 1936, an increase of 257.5%. NBC's weekday daytime hours in August brought in $714,589, up 40.6% over August, 1936. The CBS figure for August, 1937, is $566,827, up 308.1% over last year's August total of $138,904.

A NEW NBC tour record was set during the Labor Day weekend when 8,296 persons made the tour through the New York studios in Radio City Sunday, Sept. 5, and a week-end total of 17,476.

STRICKLAND GILLILAN, noted humorist and author of the famous *Off Agin, On Agin, Gone Agin, Finnegan*, on Sept. 10 started an 8-8:15 p. m. sustaining series on Mutual Network, keyed from WOL, Washington.

August Time Sales of Major Networks Far Above Figure Recorded Last Year

AUGUST time sales on CBS totaled $1,955,280, an increase of 58.6% over August, 1936, when the figure was $1,232,588. For the first eight months of 1937, billings were $18,746,957, a 36.7% increase over the same period last year, when the total was $13,711,138.

NBC grossed $2,784,977 for August, 1937, against $2,422,431 for August, 1936, an increase of 15%. This is the first time since 1933 that August has been better than July. The July total for the combined NBC Red and Blue networks was $2,707,450. The eight-month figures for both nets for 1937 is $25,440,534, against the 1936 total of $20,913,506, up 21.6%.

The Red network, for August, 1937, grossed $2,094,306, an increase of 34.8% over last August's figure of $1,553,540. For the first eight months of 1937, the Red network sold time to the extent of $18,067,737 against $13,407,414 for the same period in 1936, a gain of 34.8%. For the Blue network, August, 1937, totals are $690,671, against $868,891 for Aug., 1936, a loss of 20.5%. During the eight-months period, the Blue sold $7,372,797 worth of business in 1937 and $7,506,092 in 1936, down 1.8%.

Mutual Broadcasting System's total for August, 1937. was $79,555.67, against $116,223.28 last year, a loss of 31.5%. For the eight-month period, the total this year was $1,179,937.05, an increase of 5.3% over last year's figure of $1,120,142.34.

Gross Monthly Time Sales

	1937	% Gain Over 1936	1936
NBC-Red			
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
April	2,304,035	30.7	1,762,201
May	2,261,344	37.0	1,650,046
June	2,211,560	48.4	1,490,426
July	2,018,820	25.1	1,613,148
Aug.	2,094,306	34.8	1,553,540
NBC-Blue			
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
March	1,082,961	—3.5	1,122,516
April	973,802	—0.6	979,727
May	953,475	4.6	911,674
June	791,827	—4.9	833,030
July	688,630	—15.7	816,835
Aug	690,671	—20.5	868,891
CBS			
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
March	2,559,716	17.8	2,172,382
April	2,563,478	31.4	1,950,939
May	2,560,558	46.4	1,749,517
June	2,476,576	64.8	1,502,768
July	1,988,412	53.8	1,292,775
Aug.	1,955,280	58.6	1,232,588
MBS			
Jan.	$ 187,362	12.7	$ 166,266
Feb.	202,088	24.4	162,358
March	220,256	15.0	191,483
April	173,746	24.3	139,834
May	133,432	2.7	129,907
June	99,136	—5.1	104,510
July	84,362	—23.0	109,561
Aug.	79,556	—31.5	116,223

WEW WILL ACCEPT RADIO ADVERTISING

REV. WALLACE A. BURK, S.J., formerly with Loyola University at New Orleans, operator of WWL, announced Sept. 9 that St. Louis University, St. Louis, will shortly begin operating its broadcasting station, WEW, on a commercial basis, establishing new studios in the downtown district and modernizing its equipment throughout. Father Burk will direct the station for the university. His commercial manager will be Albert S. Foster, also formerly with WWL.

St. Louis University, like Loyola University, is a Jesuit school. It is believed that the success of Loyola's WWL in commercial operation impelled the decision to change its policy. WEW operates daytime with 1,000 watts on 760 kc.

Cooperative Druggists

NEW YORK STATE Pharmaceutical Assn., New York, is preparing a half-hour musical program to foster good will between pharmacists and the public. The program, *Pharmacists' Good Will Radio Hour*, will start about Nov. 1, probably on three stations in New York State. The Brooklyn Free Musical Society will supply the music, led by Dimitry Dobkin, founder and general director of the Society. Dr. Bernard D. N. Grebanier of Brooklyn College will act as annotator, and one guest speaker will appear each week. "Fair trade" manufacturers in the drug and cosmetic fields will be invited to sponsor the broadcasts. The agency is J. P. Muller & Co., New York.

Almonte Chosen to Assist Lohr as NBC Official Host

Mr. Almonte

APPOINTMENT of Juan de Jara Almonte, night general manager of NBC, as an assistant to President Lenox R. Lohr, has been announced by NBC. In his new capacity, Mr. Almonte will serve as a "goodwill ambassador" for the network and will handle arrangements for the reception of distinguished guests. He is an accomplished linguist and has been NBC's official host since 1927.

Creation of the new post was decided upon because of the change in NBC requirements. In his capacity as night general manager, Mr. Almonte had full charge of the network's headquarters. These duties, however, have been detached to the various departments, such as programs and sales, which now have their own executives on duty during evening hours.

Ray Succeeds Williamson

WITH the resignation of Albert R. Williamson as head of the NBC-Chicago publicity department, William Ray, news editor, was appointed Sept. 13 to become his successor. Mr. Williamson, for nine years the NBC central division press chief, becomes assistant to Publisher Davis Merwin of the *Minneapolis Star*, which is owned by the *Des Moines Register & Tribune* interests, operating three stations in Iowa. He was associated with Mr. Merwin on the *Bloomington* (Ill.) *Pantagraph* prior to joining NBC. Mr. Ray has been with NBC for four years and its news editor in Chicago for the last year. Before joining the network he was a member of the publicity staff of the Century of Progress, and a reporter on the old *Chicago Evening Post* and the *Louisville Courier-Journal*.

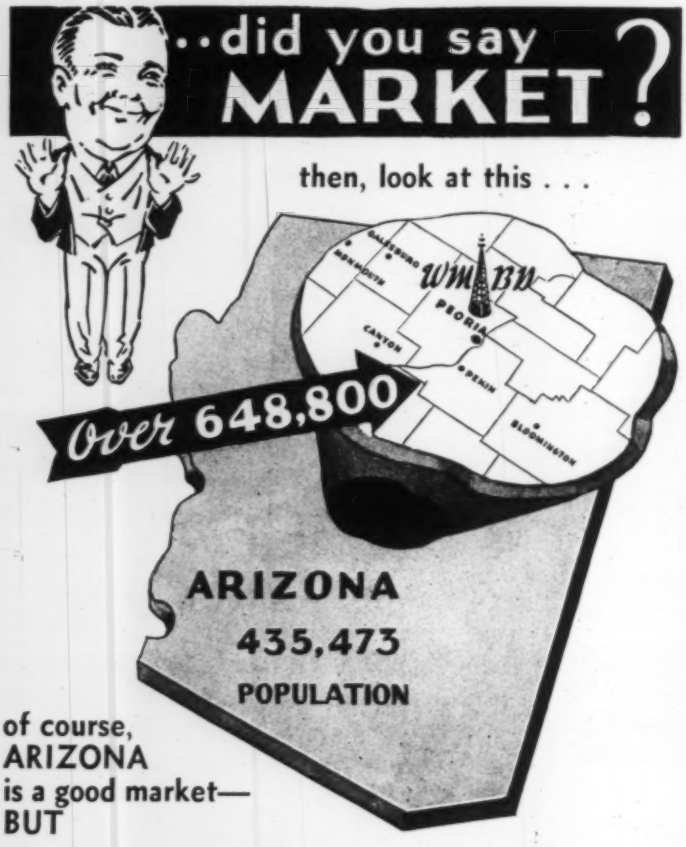
NBC on 24 Hours

EDGAR J. HIGGINS Jr., formerly of the *New York American*, has joined NBC, New York, as early news editor, to take charge of the new shift between 3 a. m. and 7 a. m., which went into effect for the news and special events department on Sept. 1. The early shift, which puts NBC on a 24-hour schedule, is largely intended to keep a careful watch on developments in the Orient for early morning news programs.

Oneida Using Discs

ONEIDA, Ltd., Oneida, N. Y. (Tudor Plate) will start Sept. 23 *Silver Serenade*, 15-minute transcribed program, on 33 stations. Peggy Tudor, master of ceremonies, will interview prominent women on a central theme of hospitality and the home. The agency is BBDO, New York. Stations are WGN WOR KGO KNX KWK WBZ WCCO WJR WLW KOIN WCAU KDKA WHK KMBC WFAA KOL KSL KOA WOW WGR WFBR WGST WOAI WJAX WWL KHQ WKY WSM WGY WHO KFH WJXV KPRC WBZA.

PRESIDENT ROOSEVELT will head the list of Constitution Day speakers to broadcast over major networks Friday, Sept. 17.



—there are over half again as many buyers in this Central Illinois area, one-fortieth as large as Arizona. The heart of Illinois, blanketed by WMBD, is a "cream" market. Per capita spendable income is estimated at $491.00 annually. Translate that into sales potential! If you are interested in a real market, look at the facts about this rich Central Illinois area. Remember, WMBD gives you complete coverage at lowest cost.

FREE, JOHNS & FIELD, INC., National Representatives.

MEMBER CBS NETWORK

THE HEART OF ILLINOIS

WMBD

PEORIA, ILLINOIS

Engaged—

EVERY week in the year, six days a week, a tremendous two-unit audience throughout Milwaukee and Wisconsin tunes in on WTMJ's ace programs for participating sponsorship—"Ask Nancy Grey," and "Heinie and His Grenadiers."

One audience is a morning group, composed of people with expensive tastes and tasty bank accounts—the Nancy Grey fan following. And boy-ohboy! How merchandise sales out when these women sail into the stores endorsed by our Nancy!

The other unit of this daily audience—the O'Grady's and the Colonel's Ladies of this rich shopping area—cup their ears, noon and evening, to listen to the music and friendly humor of Heinie and His Grenadiers!

These loyal listeners, either group, are loaded with enough buying power to pull any sales manager out of a hole. Solvent and spending, their choice of price tags range from the lowest to the highest. They buy *everything*—as participants in these two programs have gleefully discovered!

. . . but They're Open to Other Offers!

Best of all, this action audience is ready to rally to whatever product pennant Nancy or Heinie may wave. Thus, it presents advertisers with an established, proved, gold-mine market—one that responds warmly without costly build-up or ballyhoo.

Why not team *your* product with Wisconsin's mightiest missionaries of merchandise—*Nancy and Heinie*—and cash in on this selling set-up? We have a couple of sweet quarter and half-hour schedule gaps that these two ether experts will be glad to fill in your behalf—at rates that won't knock the daylights out of any advertising budget, however modest.

Your inquiries are invited!

THE *Greater* MILWAUKEE JOURNAL STATION

ED. PETRY & CO., INC., *Representatives*
New York, Detroit, Chicago, San Francisco

WTMJ

KaDell Named President Of Los Angeles AFRA; Board To Be Expanded

CARLTON KaDELL, Hollywood network announcer, has been elected president of Los Angeles Chapter, American Federation of Radio Artists, succeeding Norman Field, actor, who resigned to take over the duties of executive secretary. Field continues as AFRA second vice-president.

Other Los Angeles Chapter officers are Thomas Freebairn-Smith, first vice-president; William Lawrence, second vice-president; Ynez Seabury, third vice-president; George Fifield, recording secretary and J. Donald Wilson, treasurer. Board of directors of Los Angeles Chapter is to be increased from its present strength of 21 members to 33, with the likelihood that four of the additions will be drawn from the ranks of singers and eight from the members of Screen Actors Guild in radio.

Radio talent in San Francisco and Oakland is being organized following a visit by Field. Phillip Sterns of San Francisco and Harold Henderson, Oakland, head the membership drive in that vicinity. John B. Hughes, Don Lee network commentator, stationed at KFRC, San Francisco, is being groomed for presidency of the San Francisco-Oakland Chapter, with Van Conners as executive secretary. Group, with expected membership of 300 persons, will be under jurisdiction of Los Angeles Chapter until organization is completed. Sacramento, Stockton, Bakersfield and Fresno radio talent is also being organized by the AFRA, under supervision of Field.

SCOUTS ON THE AIR
KJR Program Sponsored by Department Store

BOY SCOUTS portrayed the year's coming events in the first of a new series of Scout programs over KJR, Seattle, sponsored by the Bon Marche department store, one of the Pacific Coast's major radio advertisers.

Continuing the Boy Scout program conceived and produced last year by Peter Lyman, of the KOMO-KJR continuity staff, the new series will be on the air each week until next summer. Lyman's idea of presenting the Bon Marche award to the troop which performs the most outstanding civic service during the week in the line of duty will be continued.

Among the first shows of the new series, will be the radio appearance of Scouts who attended the National Jamboree and an actual troop rally in the studio. Most of the parts of the program which include a serial drama of scouting, interviews with personalities who are in scouting or related activities and the Scout news are taken by professional players, but the Scouts themselves all take some roles on each program.

Food Firm to Place

GROCERY STORE PRODUCTS Co., New York, is planning a fall spot campaign for its macaroni, food flavoring and canned mushrooms with test markets in Hartford, Providence, Rochester and Columbus. Final plans have not been made. McCann-Erickson Inc., New York, is agency.

WHOPPER—It took Bob Edge, WOR-Mutual fish and game commentator, an hour and 30 minutes to land this 711-pound tuna off Liverpool, Nova Scotia, Aug. 21. Edge's spokesmen assert it is the largest fish caught by anyone in radio to date. Edge's fishing broadcasts, including his MBS reports of the International Tuna Angling Matches at Wedgeworth, Nova Scotia, Sept. 11, have been attracting widespread interest throughout the East this season and he is expected to have a sponsor next season.

Chesterfield's Shows

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), has renewed its Wednesday night show, effective Sept. 29, and will start a new semi-weekly series of football forecasts and summaries, Thursdays and Saturdays on CBS. The Wednesday show, 9-9:30 p. m., EST, on 96 CBS stations, will feature Andre Kostelantez's orchestra, Deems Taylor as commentator and master of ceremonies, Paul Douglas, announcer, and guest stars. Guest on the first program will be John Charles Thomas. Eddie Dooley will be the sports commentator on the Thursday and Saturday broadcasts, assisted by Paul Douglas. He will be heard, starting Sept. 16, from 6:30 to 6:45 p. m., EDST (rebroadcast from 8:30 to 8:45 p. m., EDST). Agency is Newell-Emmett Co., New York.

McCann Food Hour

ALFRED W. McCANN Jr. has resumed *Pure Food Hour* on WOR, Sept. 13, and is being heard Mondays through Thursdays at 10-11 a. m. (EDST). This is the 11th successive year of broadcasting for the series, which as a participation program is unique in that Mr. McCann buys the time himself and sells it to sponsors, usually mentioning 15 to 20 products, all of which have been tested in the McCann Laboratories before acceptance.

WJBK Drops Its Case Against Western Union

WITHOUT assigning its reason, WJBK, Detroit, this month sought and obtained dismissal of its complaint against Western Union alleging discrimination in connection with transmission of play-by-play accounts of the Detroit American League baseball clubs' out-of-town games. The FCC Telegraph Division on Sept. 7 announced it had entered an order dismissing the complaint without prejudice to the issues involved in the case.

The Detroit station last July filed with the FCC the formal complaint asking that the telegraph company as a common carrier be required to supply it with the service. The station first sought to procure Federal court action against Western Union but a mandamus was denied in May. The station, in spite of the refusal of Western Union to furnish its service, has been broadcasting out-of-town games of the Detroit club by picking up the reports in an undisclosed manner. The broadcasts are being sponsored jointly by the local Good Housekeeping Shop and Coca Cola Bottling Works.

Bakery Placements

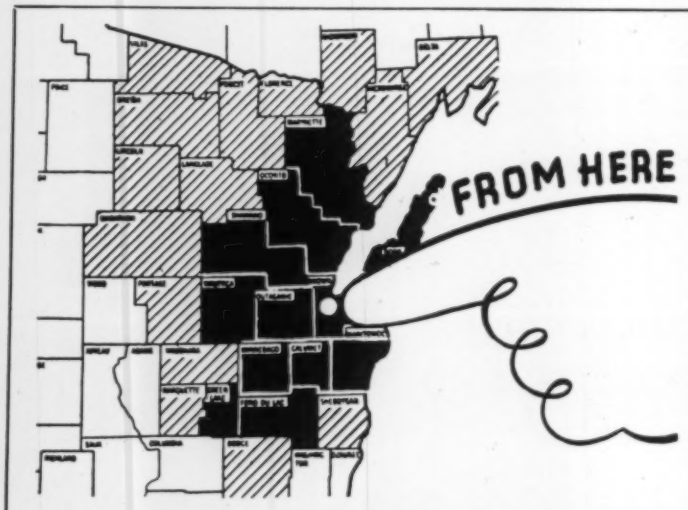
QUALITY BAKERS of America, New York, cooperative bakery organization, on Sept. 20, starts for 26 weeks, using a thrice-weekly quarter-hour transcribed children's detective adventure program, *Speed Gibson*, on 55 stations nationally. This is the first radio of the organization as a unit, and an elaborate club merchandising program has been worked out in conjunction with the series. Written by Virginia Marie Cook, and directed by Don Wilson, the series is being cut by Radio Recorders Inc., Hollywood, and placed direct with cooperation of National Radio Adv. Agency Inc., that city, producers of the program. Although produced especially for Quality Bakers of America, the series is open for independent sponsorship in other cities.

Frosted Foods Spots

FROSTED FOODS Co. Inc., New York, subsidiary of General Foods Corp., is participating in programs in New York, Boston, and Chicago, for Birds Eye Frosted Foods, as part of the largest advertising program in the company's history. Programs being used are *Martha Deane*, WOR, New York, Monday through Friday, 3-3:45 p. m., starting Sept. 7; *Marjorie Mills*, WEEI, Boston, Monday, Wednesday and Friday, 9-9:30 a. m., starting Monday, Sept. 13; and *Feature Foods*, with Martha Crane and *Helen Joyce*, WGN, Chicago, Monday, Wednesday and Friday, at 9:30-10 a. m., starting Sept. 13. The entire campaign will run for 13 weeks, placed by Young & Rubicam Inc., New York.

Sears Tests Discs

SEARS, ROEBUCK & Co., Chicago (mail order department), will start a quarter-hour transcribed series tentatively called *Grandma Travels* in Minneapolis, Fargo and Duluth in October. New show will be tested for 13 weeks and will plug the mail order company's catalog. Series was transcribed by RCA Mfg. Co. Inc., Chicago. Blackett-Sample-Hummert Inc., Chicago, is agency.



OVER ½ MILLION PEOPLE DAILY TURN TO WTAQ FOR NEWS AND ENTERTAINMENT

It's a daily habit among residents in our primary area, not reached by other large stations. And, these people have the buying habit too, for they have an income, exceeded only by Milwaukee, to spend.

Write or wire for details now.

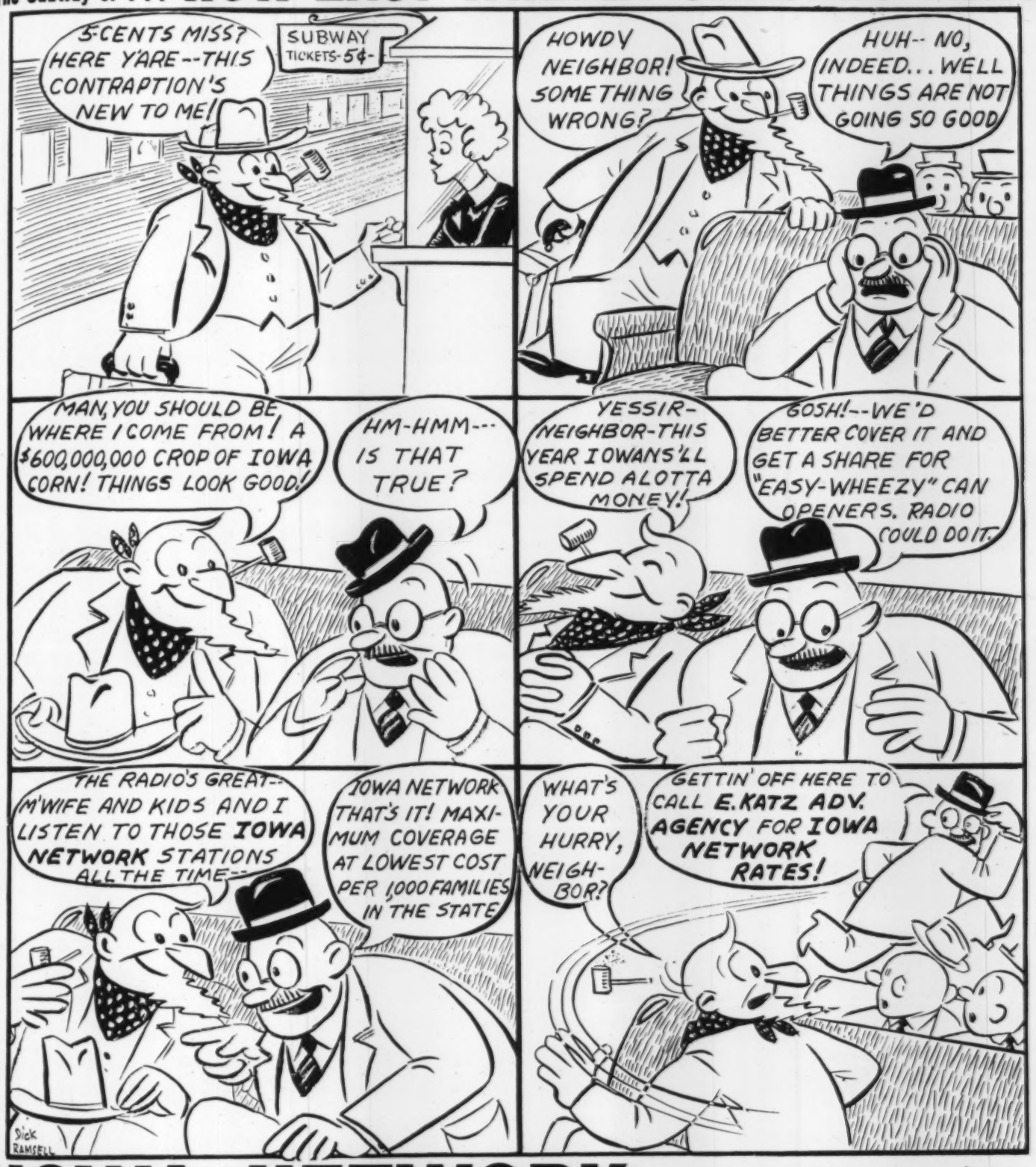
FULL TIME CBS STATION

WTAQ

GREEN BAY • WISCONSIN

James A. Wagner, *Man.-Director*
Small & Brewer, National Representatives
250 Park Ave., New York City
307 No. Michigan Ave., Chicago

Amos Jenkins Rides The Subway or . . . **HOW EASY WHEEZY CRASHES THRU**


5-CENTS MISS? HERE Y'ARE--THIS CONTRAPTION'S NEW TO ME!
SUBWAY TICKETS-5¢-
HOWDY NEIGHBOR! SOMETHING WRONG?
HUH-- NO, INDEED... WELL THINGS ARE NOT GOING SO GOOD
MAN, YOU SHOULD BE WHERE I COME FROM! A $600,000,000 CROP OF IOWA CORN! THINGS LOOK GOOD!
HM-HMM--- IS THAT TRUE?
YESSIR-NEIGHBOR-THIS YEAR IOWANS'LL SPEND ALOTTA MONEY!
GOSH!--WE'D BETTER COVER IT AND GET A SHARE FOR "EASY-WHEEZY" CAN OPENERS. RADIO COULD DO IT.
THE RADIO'S GREAT-- M'WIFE AND KIDS AND I LISTEN TO THOSE IOWA NETWORK STATIONS ALL THE TIME--
IOWA NETWORK THAT'S IT! MAXIMUM COVERAGE AT LOWEST COST PER 1,000 FAMILIES IN THE STATE
WHAT'S YOUR HURRY, NEIGHBOR?
GETTIN' OFF HERE TO CALL E. KATZ ADV. AGENCY FOR IOWA NETWORK RATES!
Dick RAMSELL

IOWA NETWORK

KRNT CBS Basic, Des Moines — WMT NBC Blue-MBS, Cedar Rapids-Waterloo — KSO NBC Blue-MBS, Des Moines

WMT Linked With Either KRNT or KSO ▪ Radio Stations of the Des Moines Register and Tribune

How Libel and Slander Affect Radio

Broadcasters Liability Confused as Result Of Law Conflict

(*Continued from page 13*)

air the damage is done and it is then too late to remedy it. The speaker may suddenly "ad lib" and before a few seconds have passed most grievously injure the reputation of another. The speaker should be liable, and he is liable, but the broadcaster should not be liable in such instances because he is powerless to prevent the dissemination of the statement. He has no reasonable means to protect himself. He can employ no one to insure himself against being mulcted in damages. He may have exercised the utmost care in approving of the artist and may have done everything possible to obtain proper material, yet he remains liable in damages under existing court rules. There have been instances where a broadcaster, fearing that a speaker too lightly regarded an admonition against making a certain deference, cautioned the engineer at the controls to be alert to fade the speech if necessary. Yet, by a clever interpolation, the reference was woven into the speech without the broadcaster being able to prevent it.

Political Speeches

The second and more pronounced injustice occurs with respect to political broadcasts. Those are programs broadcast on behalf of a qualified candidate for public office. The speaker exercises full right of free speech and the broadcaster must not censor his speech. The act which fixes the rights and duties of the broadcaster provides that: "** such licensee shall have no power of censorship over the material broadcast under the provisions of this section." (Sec. 315, Communications Act of 1934, Title 47, Ch. 5, U.S.C.A.)

While there may be a difference of opinion among lawyers as to the exact limitation of this inhibition, most broadcasters place no limitation on what the speaker will say. As a consequence, whether or not a manuscript is submitted in advance is not material. In practice some stations require the manuscript in advance and others merely require it to be filed after the speech is rendered. In many instances the speech is rendered extemporaneously while in others the manuscript is practically worthless because of the numerous interpolated remarks of the speaker.

Public Officials

Another situation which needlessly prejudices the rights of a broadcaster occurs with respect to broadcasts made by public officers. The President and governors of states and members of Congress and all state legislatures, including prominent people in private life often broadcast to the public their views on public questions. The censorship provision referred to above does not apply in such instances. Theoretically the broadcaster is amply protected by his right to require a manuscript in advance of broadcast and to censor the speech. Actually no censorship is, or reasonably can be, exercised by the broadcaster. Few broadcasters would have the temerity to attempt to censor President Roosevelt's fireside talks or public addresses of senators or governors. The calibre of the speaker and the nature of his office or station in life are deemed sufficient security for the broadcaster. Notwithstanding this fact, a few instances have occurred, and many may occur, in which a prominent person or public officer of high rank viciously attacked another and subjected the broadcasting station to liability for damages for defamation.

Outside Pickups

Another situation exists in which the broadcaster is unfairly placed in jeopardy. It arises from outside pickups in connection with which the broadcaster usually has no control of the place or the speaker. The place may be the banquet ball, the round table, the athletic field or the public square. The speaker usually has no business relation to the broadcaster and he may, or may not, have reduced his speech or statement to writing. If in writing, it may not be available in advance to the broadcaster. For his utterances, however, the broadcaster may be plunged in damages, as may he be for a chance remark of a bystander who breaks into the broadcast. The broadcaster has no adequate means to protect himself in such circumstances.

Radio Cases

Considering the amount of risk involved and the many opportunities for missteps in the operation of more than 600 broadcasting stations over the course of a number of years, it seems remarkable that there are so few reported court cases of radio defamation. Perhaps the tendency to file such suits in the heat of passion and permit their dismissals in cooler moments accounts for this. At all events, only a few cases are reported in the books and none of those arose in the more populous states. Because of this dearth of precedent we may not be sure that the rule of these few cases will find universal application but the doctrines they announce seem persuasive pending the handing down of cases contra to them.

The first radio defamation case was decided in the State of Nebraska in 1932. It involved a political broadcast by a candidate for Railway Commissioner who was speaking on behalf of a candidate for the Republican nomination for the office of United States Senator in the primary election of 1930. In the course of his speech Wood libelled the plaintiff Sorenson, a candidate for the office of State Attorney General. The case is reported as *Sorenson* v. *Wood and KFAB Broadcasting Company* (1932), 123 Neb. 348, 243 N.W. 82. The plaintiff charged that the defamatory statements concerning him had been read by the defendant Wood and circulated to a large radio audience by means of machinery and equipment supplied by the defendant broadcasting company. The broadcasting company asserted that it did not have a copy of the speech in advance, that it did not know that the speech was to be defamatory, and that it did not have any power to censor the speech under the Federal law.

At the conclusion of the trial of the issues, the jury found in favor of the plaintiff as against the individual defendant Wood, and assessed the damages at $1.00, but exonerated the defendant broadcasting company. From the judgment absolving the broadcasting company from liability and awarding it execution for its costs, the plaintiff appealed. The case had been submitted to the jury on instructions to the effect that if the station owner had honestly and in good faith exercised due care he was not liable for transmitting unprivileged defamatory words uttered by the speaker. The appellate court held that the charge based on the law of negligence rather than the law of defamation was erroneous and rejected the theory of privilege under the Federal Radio Act, stating that it did not think that Congress intended by the language prohibiting censorship of political talks to authorize or sanction the publication of libel. The Court considered the defamation to be libel rather than slander. It then likened the radio business to that conducted by a newspaper and, because of the competition which it felt existed between radio stations and newspapers, it asserted there was no legal reason why one should be favored over the other. An attempt to have this question passed on by the Supreme Court of the United States was unsuccessful (54 S. Ct. 209). Therefore, in the State of Nebraska the law is definitely established that there is an absolute liability on the broadcasting station owner for defamation.

It is interesting to note that in the decision of the Nebraska court the station is criticised because its employes "did not use or attempt to use means to stop or shut off the speech, though that could have been done instantly by mechanism which was a part of the equipment." The practical difficulties presented by this test of conduct are too well appreciated by broadcasters to require further comment.

The next case involving defamation was decided in the State of Washington and is reported as *Miles* v. *Louis Wasmer Inc.* (1933) 172 Wash. 466, 20 P. (2nd) 847. The defamatory statement was made in behalf of a person who was not a candidate for public office and was defamatory of the Sheriff of the County. The individual uttering the remarks did not defend the action. The broadcasting station was held responsible and judgment awarded in the amount of $1,000. The Court here assumed that the publication was slander rather than libel, but in all other respects followed the reasoning of the Supreme Court of the State of Nebraska in the Sorenson case.

The concluding installment of this article will appear in the next issue.

Just Published

HANDBOOK OF BROADCASTING

By WALDO ABBOT

Director of Broadcasting Service, University of Michigan, Federal Radio Education Committee, Vice-President, Ann Arbor Broadcasting Co.
424 pages, 6 x 9, $3.50

—the modern broadcasting system set-up; —how programs are developed and produced; —radio announcing, speaking, and acting; —how to write for radio; —opportunities in the business end of radio; —radio singing; —serving the sponsor; —training for radio; —etc.

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—staging the radio play
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A complete guidebook of broadcasting for those in the radio profession, those who hope to be announcers, actors, or writers, or to fill other positions in radio producing agencies, and those who are, or may be, called upon to deliver addresses or make special appearances before the microphone. Covers educational, commercial, legal, public service, and other aspects of radio, but gives major attention to practical pointers on vocational opportunities and requirements both in the before-the-mike and back-stage positions of broadcasting.

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HOLLYWOOD ★ CHICAGO

WKY HAS BEEN GOING TO TOWNS IN OKLAHOMA

LOG OF WKY REMOTES DURING JUNE, JULY and AUGUST

June 12 from McAlester—A full hour show with all-convict cast from state prison.

July 10 from McAlester—Another hour show from within walls of state prison.

July 11 from Hobart—First of "Good Neighbor" series of half-hour shows from Oklahoma towns featuring local talent, sponsored by Oklahoma City wholesaler group.

July 18 from Ponca City—Second in series of wholesalers' programs.

July 21 from Kingston—Interview with J. E. Denton, captor of notorious Pete Traxler, Texas prison fugitive and kidnaper. While a kidnap victim himself, Denton grabbed his captor's gun, wounding the desperado and killing his fugitive pal.

July 22 from Hugo—At the hospital bedside of the wounded Traxler, WKY broadcast an interview with the man who had precipitated one of Oklahoma's greatest and most dramatic manhunts.

July 25 from Enid—Local talent in another half hour "Good Neighbor" program.

August 1 from Clinton—Another wholesaler-sponsored program of all-Clinton talent.

August 15 from Lawton—Budding radio stars from this town entertained Oklahoma for a half hour.

August 22 from McAlester—Radio talent outside the state prison walls was heard.

August 29 from Bristow—The eighth in the wholesalers' "Good Neighbor" series featured talent from this town.

● For timely, newsworthy interviews . . . for novel, airworthy entertainment for goodwill, WKY strung 1359 miles of line to pipe twelve programs in 90 days from ten different Oklahoma towns.

Continuous showmanly activity of this kind has made WKY the station Oklahoma hears about, thinks about, talks about and listens to most.

Yet more striking than this record of going to towns in Oklahoma FOR programs is WKY's ability to go to Oklahoma towns WITH programs. By a wide margin, WKY covers more of Oklahoma than any other station . . more of its radio homes, more of its buying power . . . more of its buying.

WKY is the station your product should be on to "go to town" in Oklahoma this fall and winter.

WKY
OKLAHOMA CITY

● Affiliated with The Daily Oklahoman, Oklahoma City Times and The Farmer-Stockman ● Representative — E. Katz Special Advertising Agency

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NBC BLUE NETWORK STATION

Owned and Operated by the

MINNEAPOLIS TRIBUNE

and ST. PAUL DISPATCH-PIONEER PRESS

With Over 300,000 Circulation Both Daily and Sunday.

FREE & PETERS, INC., National Representatives

WELCOME—Louis K. Sidney, managing director of WHN, New York, welcomes Gene Ford, his new assistant, to the office. A few minutes later Mr. Sidney sailed for London on the *Normandie* Sept. 1. Mr. Ford came to New York from Loew's Capitol in Washington to be assistant in production to Mr. Sidney.

BALTIMORE BARDS
WBAL Is Deluged With Gems Of Local Poets

BRAD BRADLEY, assistant program director of WBAL, Baltimore, stepped into a bit more than he bargained for when in a philanthropic mood he invited amateur poets in Baltimore to come up to studios and read their original selections.

The word that a radio station was devoting part of its time to giving the amateur poet a break spread like wildfire. The embryonic Shakespeares, Miltons and Lambs who did not catch the announcement, peppered local radio editors with verses.

Although Bradley asked amateurs to bring selections up the following week, the day after announcement found studios crammed with long hair and dreamy eyes. Bradley sought the nearest exist.

Originally intended for one 15-minute broadcast, the program blossomed into a weekly half-hour series with orchestra accompaniment, titled *Bards of Baltimore.*

General Mills Discs

GENERAL MILLS Inc., Minneapolis (flour), has added half-hour transcriptions to the coast-to-coast CBS show, bringing the station list to 33. *Hymns of all Churches* and *Betty & Bob* are placed five times weekly, with *Betty Crocker* interspersed in the transcriptions twice weekly. Series is transcribed by RCA Mfg. Co. Inc., Chicago. Blackett - Sample - Hummert, Chicago, is the agency. WCSH, Portland, has the quarter-hour *Betty & Bob* portion only, with the other 32 stations carrying the complete half-hour transcriptions.

The complete list follows: WRVA WGY WGBI WICC, WLW WOC WHO WEBC WMFG WJMS WTMJ WWI WKY KWKH KTUL KFH KOB KGNC KTSM WFAA KPRC WOAI KGHL KFYR KFBB KGCX WGST WJAX WQAM WTAR WFLA WBRC.

Carborundum Returning

CARBORUNDUM Co., Niagara Falls, N. Y., will return to the air Oct. 16, and will be heard Saturdays thereafter on CBS. The time has not been definitely announced, but it will probably be 7:30-8 p. m., EST. BBDO, New York, is the agency.

Yoder Heads NBC In San Francisco

Additions and Changes Made In Golden Gate Personnel

LLOYD E. YODER, for the last nine years NBC western division publicity director, headquartered in San Francisco, has been made local manager of the network in that city, with jurisdiction over KPO and KGO. The promotion, effective Sept. 1, was announced by Don E. Gilman, vice-president in charge of the western division. Yoder, along with his new duties, will supervise the western press division. Milton Samuel will continue as his assistant in San Francisco, with Harold Bock in charge of the Hollywood press department.

One of the first members of the NBC staff to join the network after its establishment in the West, Yoder started his radio career with the network as announcer. Shortly after he became NBC press representative in San Francisco and later manager of the West Coast press division. He is well known for his football activities as Pacific Coast Conference official as well as for his work with NBC.

Other Staff Changes

A number of additions to and changes in the office staff of the NBC Hollywood studios have been made by studio manager John W. Swallow. Under the new setup instituted, the Radio City page boy system has been installed to replace receptionists, five being added. Receptionists have been placed in charge of the enlarged switchboard as telephone operators.

Ted Hediger, formerly of the NBC Chicago production department, has taken a similar post in the Hollywood studios. Russell Hudson, formerly head of the page boys, has been made assistant to Karol Pearson, traffic manager. Robert Edwards succeeds Hudson as head page. Maryalice Moynihan has been transferred from the NBC San Francisco executive offices to Hollywood as secretary to Walter Baker, office and personnel manager. She succeeds Virginia Elliott, resigned. Esther Baxter has been brought in as secretary to the Hollywood publicity department and Max Hutto has been made assistant to Fred Dick, mimeograph department manager. Margaret Kent is also new to that department.

Aircasters Have Coughlin

PLANS have been virtually completed for the broadcasts, Sundays, 4-5 p. m., of Father Charles E. Coughlin, which are to start Oct. 31, but it is unlikely that complete details will be available before the radio priest returns from a European vacation later this fall. The date of his return is uncertain as yet. Meanwhile, the new Detroit radio agency, Aircasters Inc., has been appointed to handle the account. President Stanley Boynton of Aircasters is giving the Coughlin series his personal attention.

AUTHORITY to move WHEF from Kosciusko to Jackson, Miss., where it would be located in the Hotel Heidelberg, is sought in an application filed with the FCC.

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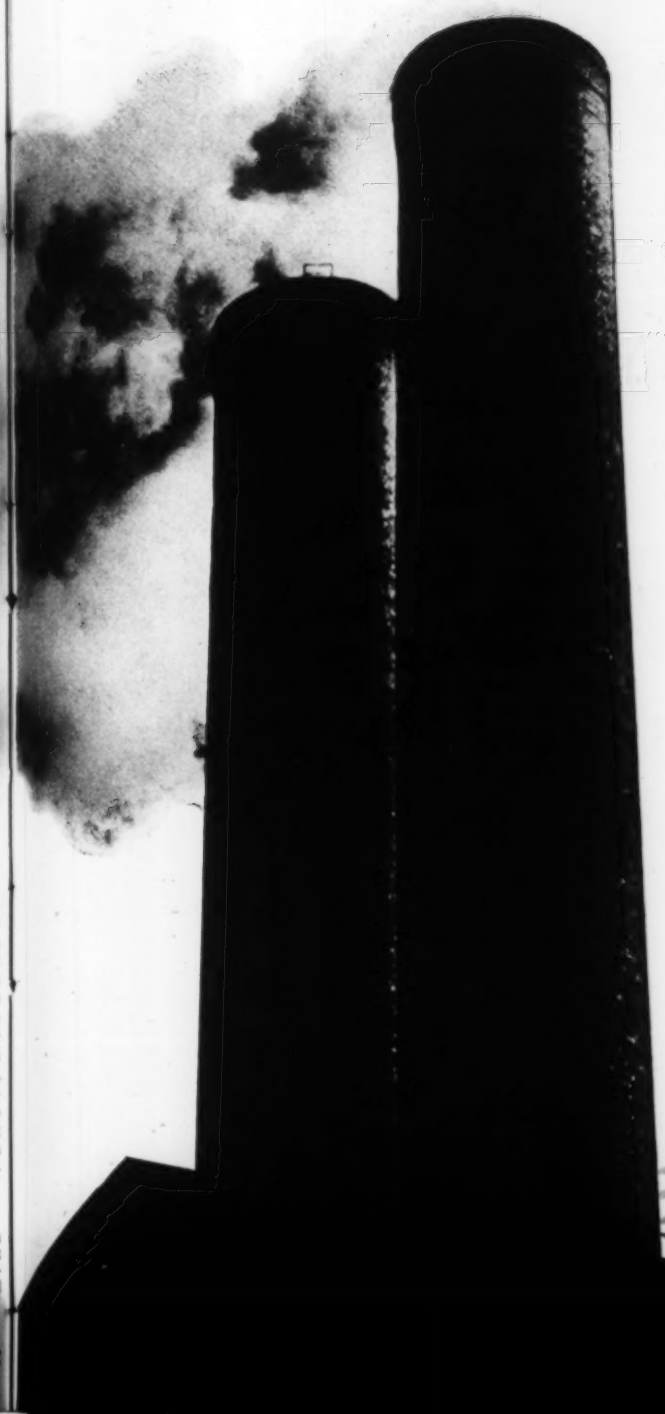
ALABAMA HIGH SPOT

WAPI, Birmingham, is *now* represented by RADIO SALES



WAPI, soon to become a member of the Columbia Broadcasting System, is *now* exclusively represented by RADIO SALES for the sale of national spot time.

Alabama's only clear channel station, WAPI has 5 times the power of any other Cotton State station—and dominates the entire trading area of the industrial center of the South. The following data best describe Birmingham's complete trading area—served by WAPI:

1,810,410 people • 177,400 radio homes • $414,557,000 annual effective buying income • $173,031,000 annual retail sales • $2,200,000 total weekly payroll

Based on the number of its national spot advertisers and programs WAPI ranks first in popularity in Alabama, third in the East South Central States, and is one of the 50 most popular stations with advertisers in the country.

WAPI is a worthy addition to the RADIO SALES list: WABC, New York; WBBM, Chicago; KMOX, St. Louis; WCCO, Minneapolis-St. Paul; WEEI, Boston; WBT, Charlotte; WJSV, Washington; WKRC, Cincinnati; KNX, Los Angeles; Columbia Pacific Network; Columbia California Network; Columbia New England Network.

For data on the Birmingham market and WAPI (or on any of the markets and stations listed above) consult the nearest office of RADIO SALES.

RADIO SALES

A division of the Columbia Broadcasting System:

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES

SUBSCRIBERS

ALABAMA
WSGN Birmingham
WMFO Decatur

ARIZONA
KOY Phoenix

ARKANSAS
KUOA Siloam Springs
KFPW Ft. Smith

CALIFORNIA
KIEM Eureka
KLX Oakland
KGER Long Beach
KPMC Bakersfield
KGB San Diego
KFRC San Francisco
KDB Santa Barbara
KHJ Los Angeles

COLORADO
KFEL Denver
KGHF Pueblo

CONNECTICUT
WTIC Hartford
WELI New Haven

DISTRICT OF COLUMBIA
WJSV Washington

FLORIDA
WRUF Gainesville
WMBR Jacksonville
WLAK Lakeland
WQAM Miami
WDBO Orlando
WFOY St. Augustine
WSUN St. Petersburg
WTAL Tallahassee
WJNO West Palm Beach

GEORGIA
WAGA Atlanta
WRDW Augusta
WMAZ Macon
WTOC Savannah
WAYX Waycross

IDAHO
KIDO Boise
KID Idaho Falls
KRLC Lewiston

ILLINOIS
WGN Chicago
WJBL Decatur
WTAX Springfield

INDIANA
WTRC Elkhart
WLBC Muncie

IOWA
WMT Cedar Rapids
WOC Davenport
WKBB Dubuque

KANSAS
KFBI Abilene
KVGB Great Bend
KWBG Hutchinson

KENTUCKY
WLAP Lexington

LOUISIANA
WJBO Baton Rouge
KMLB Monroe
WDSU New Orleans
KRMD Shreveport

MAINE
WCSH Portland

MARYLAND
WFBR Baltimore
WTBO Cumberland
WFMD Frederick

MASSACHUSETTS
WEEI Boston
WCOP Boston
WTAG Worcester

MICHIGAN
WHDF Calumet
WJR Detroit

MINNESOTA
KATE Albert Lea
WEBC Duluth
KROC Rochester
KSTP St. Paul-Minneapolis

MISSISSIPPI
WAML Laurel
WQBC Vicksburg

MISSOURI
KMBC Kansas City
KWK St. Louis
KGBX-KWTO Springfield

NEBRASKA
KFAB Lincoln
KOIL Omaha

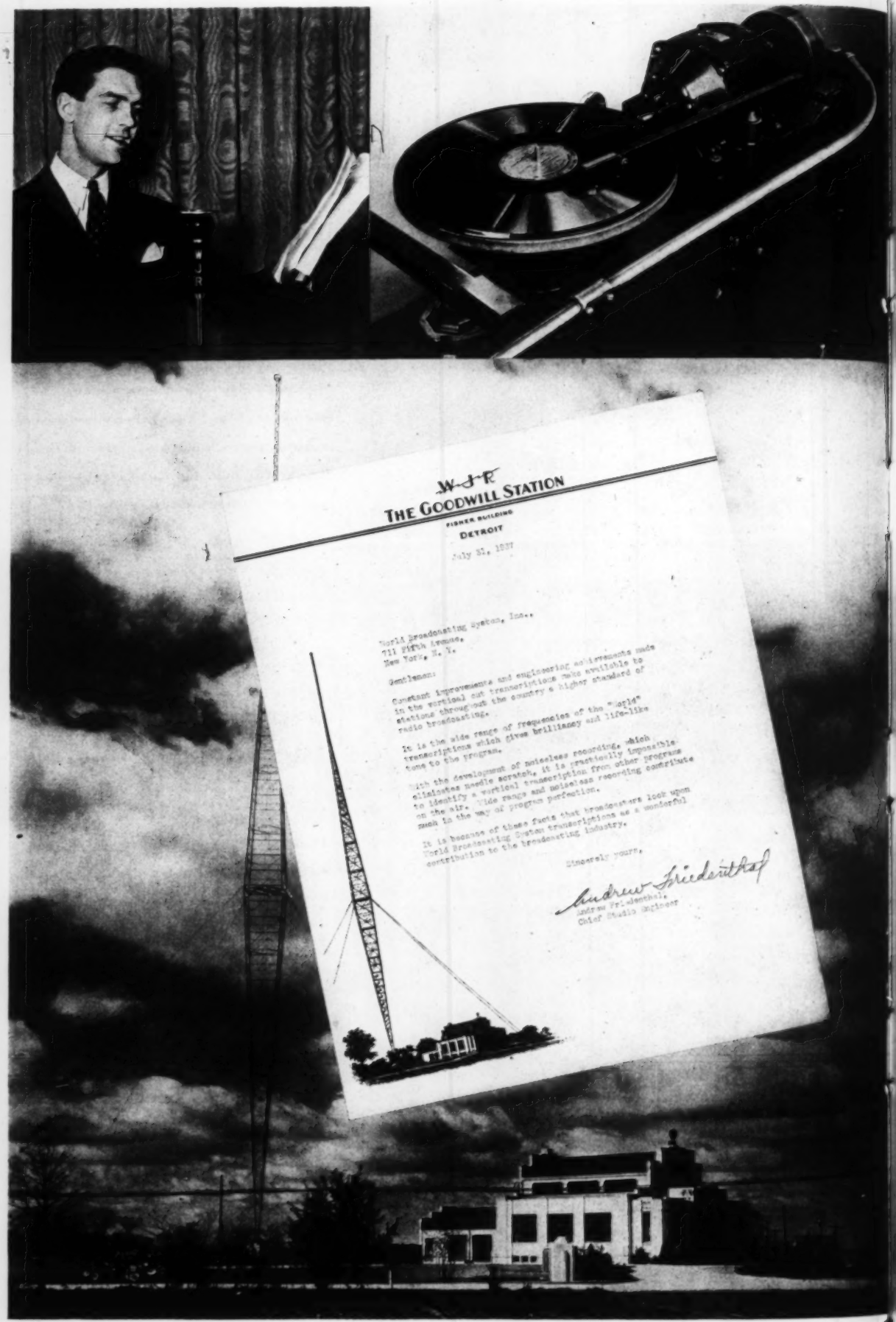
NEW MEXICO
KGGM Albuquerque
KRQA Santa Fe

NEW YORK
WOKO Albany
WGR-WKBW Buffalo
WOR New York City
WQXR New York City
WHDL Olean
WHAM Rochester
WFBL Syracuse

NORTH CAROLINA
WBIG Greensboro
WAIR Winston-Salem

NORTH DAKOTA
KLPM Minot

OHIO
WJW Akron
WHBC Canton
WCKY Cincinnati
WHK Cleveland
WHKC Columbus
WSMK Dayton
WKBN Youngstown



Above: WJR announcer Franklin 'Bud' Mitchell and a World vertical recording on WJR turntable

"...a wonderful contribution"

"It is the wide range of frequencies of the WORLD transcriptions which gives brilliancy and life-like tone to the program," says Andrew Friedenthal, Chief Studio Engineer of WJR, The Goodwill Station, Detroit. He points out that a higher standard of radio broadcasting has been made available to American stations by World's modern VERTICAL method, noiseless recording and Wide Range reproduction contributing to program perfection. Then he adds: "Because of these facts broadcasters look upon World Broadcasting System transcriptions as a wonderful contribution to the broadcasting industry."

Many other leading engineers, whose stations are members of The Wide Range System*, acclaim World transcriptions as the standard by which all others are judged. And there's a reason—World recording facilities are the product of the greatest array of engineering talent in the world, concentrating on this scientific objective. Broadcast WBS recordings and your listening audience will stay with you!

* The Wide Range System consists of 440 stations (402 in the U. S. alone), specially equipped to broadcast World's Vertical-cut transcriptions.

WORLD
BROADCASTING SYSTEM

Transcription Headquarters

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KADA	Ada
KVSO	Ardmore
KCRC	Enid
KBIX	Muskogee
KVOO	Tulsa
OREGON	
KFJI	Klamath Falls
KOIN	Portland
PENNSYLVANIA	
WCBA-WSAN	Allentown
WLEU	Erie
WKBO	Harrisburg
WCAU	Philadelphia
WIP	Philadelphia
WGBI	Scranton
RHODE ISLAND	
WJAR	Providence
SOUTH DAKOTA	
KABR	Aberdeen
TENNESSEE	
WOPI	Bristol
WDOD	Chattanooga
WREC	Memphis
WLAC	Nashville
TEXAS	
KFDM	Beaumont
KGFI	Brownsville
KRIS	Corpus Christi
WBAP	Ft. Worth
KTSM	El Paso
KXYZ	Houston
KFRO	Longview
KRLH	Midland
WOAI	San Antonio
KCMC	Texarkana
KGKO	Wichita Falls
UTAH	
KDYL	Salt Lake City
VERMONT	
WCAX	Burlington
WNBX	Springfield
VIRGINIA	
WSVA	Harrisonburg
WRVA	Richmond
WDBJ	Roanoke
WASHINGTON	
KXRO	Aberdeen
KVOS	Bellingham
KGY	Olympia
KOL	Seattle
KMO	Tacoma
KUJ	Walla Walla
KPQ	Wenatchee
KIT	Yakima
WEST VIRGINIA	
WHIS	Bluefield
WISCONSIN	
WEAU	Eau Claire
WHBY-WTAQ	Green Bay
WKBH	La Crosse
WIBA	Madison
WOMT	Manitowoc
WHBL	Sheboygan
WSAU	Wausau
WYOMING	
KWYO	Sheridan
HAWAII	
KGMB	Honolulu
CANADA	
Alberta	
CFAC	Calgary
CJCA	Edmonton
British Columbia	
CJAT	Trail
CKWX	Vancouver
Manitoba	
CJRC	Winnipeg
New Brunswick	
CHSJ	Saint John
CKCW	Moncton
Nova Scotia	
CHNS	Halifax
Ontario	
CKPC	Brantford
CRCO	Ottawa
CKCL	Toronto
CKLW	Windsor
CJIC	Sault Ste. Marie
Province of Quebec	
CKAC	Montreal
CKCV	Quebec
CHLT	Sherbrooke
CHLN	Three Rivers
Saskatchewan	
CJRM	Regina
FOREIGN	
Australia	
5 DN	Adelaide
4 BC	Brisbane
3 KZ	Melbourne
2 GB	Sidney
New Zealand	
1 ZB	Auckland
2 ZB	Wellington
3 ZB	Christchurch
4 ZB	Dunedin
France	
Radio-Toulouse	Paris
Mexico	
XEW	Mexico City

Union of South Africa
South African Broadcasting Corporation (Capetown, Durban, Grahamstown, Johannesburg)

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Libel & Slander

A CAMPAIGN year is coming up. The full membership of the House—435—and one-third of the 96 Senatorial seats are thrown to the mercy of the voters. In states, cities and counties there will be elections for everything from dog-catcher to governor.

Pity the poor microphone which each year takes a more severe beating from office-seekers, who now run to radio as their first line offensive in vote-getting. But the plight of the broadcaster is even greater. Because of the lack of uniform laws on defamation, and because the broadcaster, under the Federal law, cannot censor, his position is hazardous.

In this issue we publish a treatise on radio defamation prepared by two attorneys of the NBC legal staff. It constitutes a complete analysis of all available precedent on the subject, and emphasizes the inadequacy of existing law. It urges that Congress enact one universal rule applicable to radio to take precedence over diverse rules now operative by virtue of court decisions in state jurisdictions.

As things stand now, the broadcaster, even though powerless to prevent a defamatory statement from being broadcast ad lib, nevertheless can be held jointly responsible for any statements made over his facilities. The most he can do is examine manuscripts in advance and suggest the elimination of possible slanderous statements. But he cannot prevent an extemporaneous deviation from manuscript. Thus, he is placed in the position of exercising the greatest possible degree of caution at the outset. Beyond that he can do little else than fondle a rabbit's foot.

The Job Ahead

VACATION season is over. That means the radio season is on. New network, spot and local campaigns have started or are scheduled. The demand for time, generally speaking, appears to be unprecedented. It looks like another big year.

That's the *credit* side of the ledger.

But let's take a look at the other side which, for want of a more descriptive term, we'll describe as the regulatory side.

Broadcasting is being subjected to a greater degree of tongue-lashing than ever before. Politicians are on the warpath. They don't like newspaper ownership, or high power, or commercialized radio, or whatnot—at least that's what some of them have been saying. Unions are raiding radio. Demands for tribute are at an all-time peak. On top of that, more stringent FCC regulations are talked about.

The reason the business outlook is bright is an apparent one. Radio sells goods more effectively than do competitive advertising media. Moreover, radio advertising commands greater respect because the quality of programs and of the commercial credits have been improved appreciably during the last few years. Radio is doing a far better all-around job, having profited by experience, albeit some people seem to be impatient because of the seeming slowness of the pace.

To us, the reason for the assaults upon broadcasting as an industry is evident. The industry hasn't gone to the trouble of *informing* the public and its critics of the job radio is performing. Radio has left the attacks go unanswered. It has not attempted to offset erroneous or irresponsible statements.

The public is *for* radio. The American people are not doing the complaining. The public would rear up indignantly if it realized that broadcasting is being placed in any jeopardy.

Thus the job of the industry, and each of its individual station components, is first to strive constantly to increase the quality of its public service, and then let the public know about it by answering the chronic fault-finders.

A Wise Choice

THE ENTRY into radio of Edward F. McGrady, Assistant Secretary of Labor, as director of labor relations of RCA should be welcomed by the entire radio fraternity. Although retained by RCA and its subsidiary companies, including NBC, his identity with radio should have a salutary effect upon labor relations of the entire industry.

In these troublous labor times the need for counsel in handling of relations between employe and employer has become glaringly apparent. The fact that Mr. McGrady's appointment was generally applauded in the daily press and that he is held in such high esteem by both the Administration and the rival labor groups attests to the wisdom of the choice.

Like the recent appointment by NBC of Dr. James Rowland Angell, former president of Yale, as the network's educational counselor, Mr. McGrady's association with radio undoubtedly will redound beneficially to the entire radio industry. Such men, who are outstanding leaders in the fields, tend to bring prestige and stability to the youthful radio industry.

The RADIO BOOK SHELF

I. KEITH TYLER, in a recent issue of *The Ohio Radio Announcer*, publication of Ohio State University, which conducts the *Ohio School of Air*, outlines a method of selecting suitable programs for classroom use. Mr. Tyler states five steps for the measurement of the contribution of radio listening to the attainment of the objectives. They include the definition in terms of student behavior of each objective of the final list; the collection of situations which will reveal, for each pupil, whether or not each objective has been accomplished; the presentation of these test situations to the students; the evaluation of the pupils' reactions in the light of each objective and the attempt to make the entire testing procedure as objective as possible.

THE entire edition of the Aug. 21 number of the *War Cry*, weekly publication of the Salvation Army, is devoted to religious broadcasts on radio stations. Pictures of radio executives whose stations have Salvation Army broadcasts are included in the 32 page magazine. Included are photos of Father James A. Wagner, WHBY and WTAQ; James F. Hopkins, WJBK; Ralph D. Foster, KWTO and KGBX; Ed Hoffman, WMIN, and H. J. Thurber, WHBY. The open-air broadcasts of WCBS, Springfield, Ill., are also featured in the magazine.

EDITED by Clarence S. March, who directed the sessions, the proceedings of the first National Conference on Educational Broadcasting, held in Washington last Dec. 10-12, and attended by several hundred educators, have been published in book form under the title *Educational Broadcasting 1936* (University of Chicago Press, $3). The texts of all the addresses, with a foreword by John W. Studebaker, U. S. Commissioner of Education, and introduction by W. W. Charters, director of the Institute for Education by Radio, are contained in the 463-page volume.

THE SECOND volume of FCC reports, prepared under the direction of General Counsel Hampton Gary, and containing in text the decisions, reports and orders of the FCC from July, 1935, to June, 1936, has been published. It is available for purchase through the Superintendent of Documents of the Government Printing Office at $2. The third volume, covering the period July, 1936, to June, 1937, soon will be issued.

CONTAINING 536 pages, the 1937 edition of the *Radio Amateur's Handbook* has just come off the presses and is available from the American Radio Relay League, West Hartford, Conn., $1. The *Handbook*, the fourteenth to be issued, is a reference for member-operators of the ARRL and other skilled amateurs, and also a source of information for those wishing to participate in amateur radio but having little or no idea how to get started.

DR. LEE De FOREST, in the September issue issue of *Coronet* magazine, has an article on television entitled "Movies on the Spot". It is Dr. de Forest's contention that both television and movies will profit by television as has been the case with radio and motion pictures.

XUM

We Pay Our Respects To —

LLOYD EDWARD YODER

A FIRM believer in the possibilities radio holds for youth, is Lloyd Edward Yoder who on Sept. 1, became San Francisco manager of NBC with jurisdiction over KPO and KGO.

His enthusiasm is founded upon experience, for the tall, handsome athletic chap who joined the network almost ten years ago to the day of his promotion from western division press manager, is one of the youngest executives in the business. Born in Salem, O., July 13, 1902, he was just 25 years old in October, 1928, when he found himself in charge of the brand new press department of NBC's western division headquarters in San Francisco, and with a "beat" of hundreds of miles up and down the Pacific Coast to cover for radio editors.

A graduate of Salem (O.) High School in 1921 he attended Mt. Union College, Alliance, O., for one semester and then transferred to the Carnegie Institute of Technology at Pittsburgh. That college, by the way, still looks back on the football season of 1926 as its big year, for then it was that Tech beat the seemingly unconquerable Notre Dame. Yoder was captain of that great Carnegie team and the youth's name was a familiar one in the national eye of sports that year. He was named on the Rockne, Warner, Jones and other All-America teams and received enough acclaim to have turned the head of any one less modest and steady.

Yoder was president of the student body during his senior year and also was the producer of the college play *Loose Ankles*, which afterward became a Broadway success. Two honor societies, Delta Skull and Dragon, claimed him, and the national fraternity Sigma Alpha Epsilon. He received his BA degree in June, 1927. Some college heroes recline on their football laurels the rest of their lives, but not Yoder. He pushed back the wreaths from his brow and went right on, gaining yardage in the bigger game outside college.

Interested in radio, he was writing a column for the *Pittsburgh Press* in 1927 when still in college, continuing it until he graduated. In June of that year, along with his newspaper duties, he also became studio manager of the publication's radio affiliate at the time, WCAE. He still might be at WCAE were it not for the fact that during his senior year he paid a visit to California as a member of the All-Eastern grid team which played in the Shrine East-West benefit game for crippled children in San Francisco. That was New Year's Day, 1927, and by the following autumn Yoder had served his apprenticeship at WCAE, won his promotion and turned again to the West Coast.

Yoder joined the NBC San Francisco staff as announcer on Aug. 8, 1928, and two months later joined the western division press department, becoming its manager a short time later. As NBC's western division has grown, the numbers of newspapers and periodicals it serves has done likewise, and naturally so has the press department which will continue to operate under his supervision for the present, in addition to his new duties.

He was married in 1936 to Bette Marino, San Francisco violinist who directs the *Petite Soiree* program on the California Radio System from KYA. Yoder answers to three nicknames, "Skipper", "Sheriff" and "Schmaltz", the origin of which he refuses to reveal. He admits that besides his work and his home, his hobbies are hunting and the great outdoors.

Yoder was recently named Commissioner of Officials for the Far Western Football Conference. He is a Mason, member of the Olympic, Commonwealth, Press and Army & Navy clubs, and a former director of the San Francisco Junior Chamber of Commerce. He is a lieutenant in the U. S. Naval Reserve. He attended the San Francisco Law School and is a member of Sigma Delta Kappa, legal fraternity.

MAJ. GEN. JAMES G. HARBORD, president of the American Legion convention in New York City Sept. 20-23, has appointed three radiomen as vice-chairmen of the general entertainment committee—Maj. Lenox R. Lohr, NBC president; William S. Paley, CBS president, and Alfred J. McCosker, president of WOR and chairman of the Mutual Network.

PERSONAL NOTES

RONALD B. WODDYARD has resigned from the sales staff of KSO-KRNT, Des Moines, to become assistant general manager of KSOO, Sioux Falls, S. D., and its companion station, the new KELO. Lansing Benet has resigned as assistant program director of KSO-KRNT to become program director of KSOO. Added to the Des Moines stations' sales staff this month were Dale Morgan, former announcer; Wayne Welch, former secretary to Commercial Manager Craig Lawrence, and Wayne Varnum, formerly with the *Des Moines Register & Tribune* promotion department.

MARVIN H. (Pete) PETERSON, until recently head of the New York office of Hearst Radio Inc., has joined VanCronkhite Associates Inc., Chicago, as vice-president in charge of sales. Peterson was radio director of Blackett-Sample-Hummert Inc., Chicago, and on the NBC sales staff there. Ray Launder, formerly in radio publication work, has joined VCA as sales director.

R. M. WALLACE, for the last five years an announcer and program director of WABI, Bangor, Me., has been promoted to manager, replacing B. M. Havey, who has taken over the newly-created post of news editor.

GEORGE C. WILLINGS, vice-president and general manager of the John H. Perry publishing and radio properties in Florida, including WCOA, Pensacola, on Sept. 6 announced his retirement from all business and civic activities, effective Oct. 1. On advice of physicians, he intends to travel extensively with Mrs. Willings during the next few months.

DR. CLINE M. KOON, for the last six years senior specialist in radio and visual education of the U. S. Office of Education, Washington, resigned on Sept. 1. He has not disclosed his future plans.

ROBERT MARVIN, announcer of the Musical Express on WGAR, Cleveland, has resigned to become commercial manager of WICA, Ashtabula, O. Before going to WGAR he had been with Interstate Adv. Agency Inc. He assumes the new post Oct. 1.

HARRY W. WITT, CBS Southern California sales manager, Hollywood, has been named general entertainment chairman of the Pacific Advertising Clubs Association convention to be held in Los Angeles next June.

CLAYLAND T. MORGAN, NBC director of public relations, and Mrs. Morgan, sailed Sept. 11 on the *S.S. Ile de France*. They will visit in London and Paris until Oct. 5.

MAJ. EDNEY RIDGE, general manager of WBIG, Greensboro, has been named associate director of publicity for the Greensboro Community Chest. He will produce 14 skits for the 14 agencies of the Chest to be placed over WBIG, depicting the duties and activities of these groups. The programs will start Oct. 1.

H. H. HOLTSHOUSER, formerly auditor of WBT, Charlotte, N. C., has been transferred by CBS to Birmingham, where he will be treasurer of WAPI. At WBT he is succeeded by R. W. Carpenter, sent from CBS New York headquarters.

PAUL FAUST, with the *Chicago American* advertising department for two years, has joined the local sales department of WBBM, Chicago. A graduate of Dartmouth, Mr. Faust is a son of Paul E. Faust, president of Mitchell-Faust Adv. Co., Chicago.

A. L. ASHBY, vice-president and general counsel, NBC, returned early this month from his European trip with Mrs. Ashby. While it was primarily a vacation trip, Mr. Ashby studied the foreign copyright situation.

VINCENT CALLAHAN, general manager of WWL, New Orleans, received a bronze plaque and notification of his election to honorary associate membership in the Washington Advertising Club, on Sept. 2. He formerly was commercial manager of WRC and WMAL, NBC-operated stations in Washington, and was active in the club's affairs.

JAMES GRIFFITH, formerly in the commercial department, has been promoted to manager of KVSO, Ardmore, Okla.

HAROLD C. SCOTT, formerly of the sales staff of KFYO, Lubbock, Tex., has joined KGGM, Albuquerque, N. M.

ROBERT HOWELL, formerly assistant commercial manager of WNLC, New London, Conn., has been promoted to commercial manager, replacing John C. Hinrichs.

JAMES P. TURNER, of the production department of WHBQ, Memphis, has resigned to become manager of the new station (KHBG) at Okmulgee, Okla.

J. H. SPECK has resigned as chief engineer of KGNC, Amarillo, Tex., to become general manager of KBIX, Muskogee, Okla.

HARRY W. LEHRUM, formerly manager of various southern California theaters, has joined KFAC, Los Angeles, as account executive.

CHARLES RITCHIE, director of sale of the Derby Oil Co., Wichita, Kan., and past president of the Wichita Advertising Club, has been appointed sales manager of KANS of that city, according to an announcement Sept. 9 by Herb Hollister, general manager.

WALTER DUNCAN, for five years with the NBC sales staff in New York, has been appointed director of national sales of WNEW, New York, thus enabling Herman Bess, sales vice-president, to devote most of his time to local accounts.

JOHN W. GUIDER, Washington attorney, has joined the faculty of Georgetown University School of Law for the 1937-38 academic term to teach radio and air law. He is chairman of the Committee on Communications of the American Bar Association.

J. T. (Jake) CAUSEY, formerly publicity director of Elon College, has joined the commercial staff of WBIG, Greensboro, N. C.

PHILIP S. LASKY, general manager of KSFO, San Francisco, has been appointed chairman of the Public Relations and Radio Committee of the annual Navy Day celebration in San Francisco Oct. 27. He is a lieutenant in the naval reserve.

G. STANLEY MacALLISTER, CBS, New York, director of construction and maintenance, is in Hollywood to survey and confer on progress of the new $2,000,000 West Coast studios and executive offices.

DOUGLAS MOOERS, formerly district sales manager of a liquor firm, has joined KHJ, Los Angeles, as account executive.

CARLOS A. ZUBLIN, of the program staff of station LR1, Buenos Aires, Argentine, was in Chicago the first week in September, visiting radio plants.

CHARLES DAVIS, formerly of KMPC, Beverly Hills, Cal., account executive, has joined KMTR, Hollywood, in a similar capacity.

SIDNEY B. GAYNOR, for two years KHJ, Los Angeles, account executive, has been appointed assistant sales manager of the station.

GEORGE M. BURBACH Jr., of the NBC sales department, will be married in Hartford, Conn., Nov. 26, to Miss Natalie Clemens, daughter of Mrs. James Clemens, of Hartford, and a recent Vassar graduate.

XUM

BEHIND the MIKE

DUDLEY E. WILLIAMSON, formerly with NBC and more recently manager of the Wesco Transcription Co., Seattle, on Sept. 1 joined KOL, Seattle, as production manager and director of public relations. On Aug. 27 he was married to Rita Lane, well known radio soprano.

WALTER J. BECK, formerly with KTSA, San Antonio, has joined the announcing-production staff of KVSO, Ardmore, Okla.

JOAQUIN OSSORIO, of the staff of CMQ, Havana, has been working at WQAM, Miami, learning American methods.

FRED FOWLER, formerly of WCFL, Chicago, has joined the announcing staff of WQAM, Miami.

SAM PIERCE, formerly producer of *Calling All Cars*, weekly police dramatic serial sponsored by Rio Grande Oil Co. on Don Lee network and CBS Pacific Coast stations, has joined the production staff of KHJ, Los Angeles.

PHIL COHAN, of the CBS New York music staff, on Oct. 1 will succeed Harry Ommerle as producer of the weekly half-hour *Hal Kemp Dance Band* program sponsored by Liggett & Myers Tobacco Co. (Chesterfield cigarettes), from Hollywood. Mr. Ommerle resigned, effective Sept. 42, to head the radio department of William Morris Agency Inc., New York, on Oct. 18.

TED MEYERS has resigned from the announcing staff of KFAC, Los Angeles, to become assistant to Dale Armstrong, who has succeeded Carroll Nye as radio editor of the *Los Angeles Times*. Nye resigned to join Radio Features Service Inc., Hollywood publicity bureau.

GEORGE HOGAN has returned to the announcing staff of WCAU, Philadelphia, after an absence of two years. Calvin Jackson is another addition to the WCAU staff.

JACK RAWEN, formerly with Montgomery Ward & Co., has been named merchandising manager of WDGY, Minneapolis.

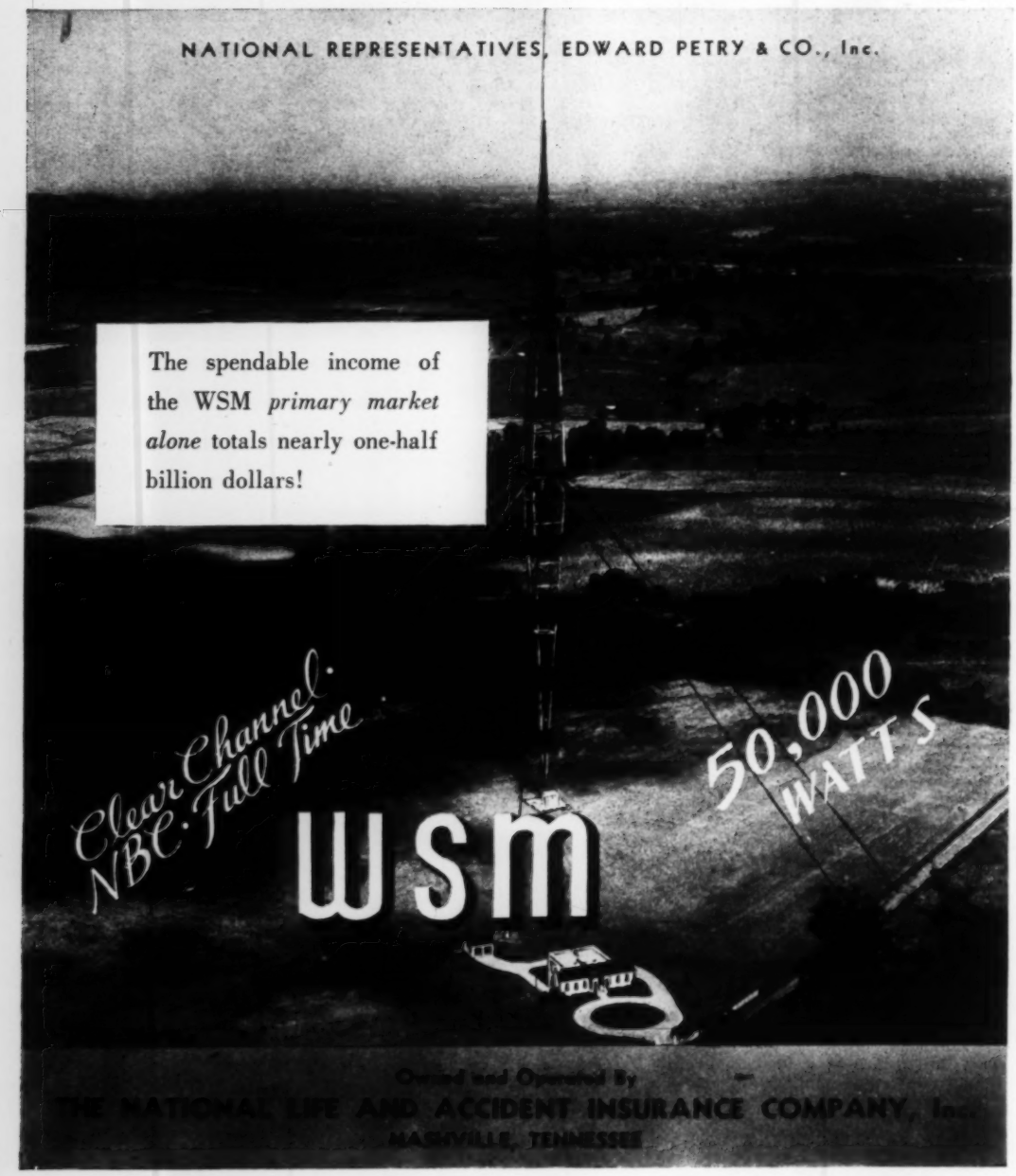
JACK MOYLES, announcer-producer of KSRO, San Francisco, had his program *Silhouettes* placed on the Pacific Coast CBS network recently.

Provensen Back to NBC

HERLUF PROVENSEN, formerly assistant manager of WRC and WMAL, Washington, and onetime presidential announcer on the NBC Washington staff, on Sept. 6 joined the NBC announcing staff in New York, replacing Don Lowe, resigned. Mr. Provensen resigned from the NBC Washington staff in 1933 to become manager of the old WLBW, Erie, Pa., and since 1934 has been radio director of the Lewis Edwin Ryan Agency, Washington, handling the Chesapeake & Ohio Railroad account which recently discontinued using radio.

JOHN CARPENTER, staff announcer of KOIN, Portland, Ore., since January, left the station early in September to take up sports announcing and public relations work for Associated Oil Co. Taking his place at KOIN is Marc Bowman, formerly program director of KPQ, Wenatchee, Wash.

ANN GILLIS, publicity director of WJSV, CBS Washington station, sailed Sept. 9 for a six-week tour of Europe.


NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., Inc.
The spendable income of the WSM *primary market alone* totals nearly one-half billion dollars!
Clear Channel
NBC Full Time
wsm
50,000 WATTS
Owned and Operated by
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, Inc.
NASHVILLE, TENNESSEE

JOHN HAYES, announcer of WOR, Newark, has been appointed assistant production manager under Harry Carlson. Mr. Hayes formerly was program director of WIP, Philadelphia. WOR has also added three announcers to its staff—Tom Slater, formerly with WLW, Cincinnati; Bill Tuttle, formerly with WIND, Chicago, and William Perry, formerly with CBS.

JIMMY VANDIVEER has been appointed publicity director of the Don Lee Broadcasting System, Los Angeles, succeeding Seymour Peiser who resigned to enter agency work. Vandiveer, formerly a Los Angeles newspaperman, has been with the Don Lee network for the past year handling news broadcasts and conducting the weekly *Meet Some People* program on KHJ, that city. He retains the latter program. Knox Manning, formerly of WNAC, Boston, has joined KHJ as news commentator.

SANDY ROTH has resigned as sports announcer of KMTR, Hollywood, to return to college. His duties have been taken over by Bill Kelso, night supervisor of studio activities.

EDWARD LYON, formerly chief announcer of KTUL, Tulsa, and more recently at KRKD, Los Angeles, has joined KMPC, Beverly Hills, Cal., as announcer.

JOHN HIESTAND, NBC Hollywood announcer, is being film tested for a role in the M-G-M production *Navy Blue and Gold*.

JOHN CONTE, formerly chief announcer of KHJ, Los Angeles, has been assigned a part in *Yesterday's Cheers*, being produced by Paramount Productions Inc., Hollywood.

WALTER BUNKER, NBC Hollywood producer, has been promoted to assistant production manager under Marvin Young. Ted Hediger, formerly in the network's Chicago studios, has taken over Bunker's duties.

HUGH WEDLOCK and Howard Snyder have been signed as writers on the new CBS-Eddie Cantor *Texaco Town* series.

WILLIAM KADISON, former Los Angeles newspaperman, has been appointed day program manager of 3DB, Melbourne, Australia.

DOLORES EHLERS has returned to the post of publicity director of KMTR, Hollywood, after several months in the sales department.

DOUGLAS CHANDLER has resigned from the production department of the WPA's Radio Division to join the announcing staff of WOR, Newark.

RAY FAGEN, assistant in the mail room, on Sept. 4 left WHO, Des Moines, to take a position in the sales department of the Columbia Carbon & Ribbon Co., Minneapolis.

SID SCHWARTZ, publicity director of WNEW, New York, has resigned that position, effective Sept. 18. He has announced no future plans, nor has the station announced his successor. Publicity at WNEW is now under the supervision of the special events department, headed by Larry Nixon.

BURKE CROTTY, head of NBC New York photo department, and Bill Haussler, staff photographer, are in Hollywood taking pictures of personalities appearing on network fall programs originating from that city.

MILTON J. CROSS, NBC announcer, has bought a farm near Woodstock, Vt.

ED CERNEY has been appointed head of the NBC-Chicago music library. He was formerly assistant to Dan Marcotte, resigned.

RICHARD BARTLETT, formerly of KBIX, Muskogee, Okla., has joined the announcing staff of KARK, Little Rock. Dave Byrn has been named chief announcer in charge of public events.

XUM

The large volume of business already placed on THE WLW LINE indicates an early fall sell-out.

Elimination of wasteful duplication is only one of the many reasons why *"The Most Sensible Buy In Broadcasting"* is now radio's most phenomenal success.

Sole Agents

Transamerican Broadcasting and Television Corporation

John L. Clark, President

Complete Broadcasting Facilities Wired and Transcribed

NEW YORK
521 Fifth Avenue
MUrray Hill 6-2370

CHICAGO
333 North Michigan Avenue
STAte 0366

HOLLYWOOD
5833 Fernwood Avenue
HOllywood 5315

"These time tested and proved Sustaining Programs are Tops in THIS GREAT FORT WORTH MARKET... now available for Sponsorship..."
9 BIG REASONS WHY YOU SHOULD BE ON KTAT

★ Crossroads Counselor
★ KTAT Tabloid
★ Trading Post
★ Sweetheart Serenade
★ Country Store
★ Sports Oddities
★ Home Makers, Ltd.
★ Liars Club
★ The Life Program

A LETTER ADDRESSED to us, or to FREE & PETERS, National Representatives, will bring you complete details about these "live" programs—Investigate NOW.

Affiliated with the Mutual Broadcasting System

TARRANT BROADCASTING CO.
Studios and Offices in the Hotel Texas
FORT WORTH, TEXAS
Raymond Buck, *President*
Sam H. Bennett, *Gen. Mgr.*

1000 Watts—Full Time

KTAT

National Representatives: FREE & PETERS, Inc.
New York Detroit Chicago
San Francisco Los Angeles Atlanta

PETER LYMAN, continuity writer of KOMO-KJR, Seattle, recently married Miss Gladys Miller, librarian. Engagements include Gladys Niemeyer, who is secretary to Manager Birt Fisher, Caroline Coffman, of the continuity staff, Florence Morrell of the commercial department and Aileen Barton, switchboard operator, all betrothed to persons outside the radio industry.

JANE DILLON, who wrote the script and played all the characters in her popular *House of Dreams* program over KJR, Seattle, has gone to her home in Bridgeport, Conn., retiring temporarily from radio.

ALAN SCOTT, commentator, has returned to the air with a news program on WFIL, Philadelphia.

LAWRENCE WITTE, whose radio column titled *Static* is carried in many eastern newspapers, and who recently has appeared on WPG, Atlantic City, has started a new series of gossip programs titled *Mike Notes* over KYW, Philadelphia.

DON DAVIS, of Nutley, N. J., has been added to the announcers' staff of WMBH, Joplin, Mo.

HARRY KUYKENDALL, graduate of Davidson College, has become a full-time news reporter for WBIG, Greensboro—the first in the state, according to Maj. Edney Ridge, station director.

FRANK ROBINSON BROWN, KMTR, Hollywood commentator of the *Hollywood Chatterbox*, has resigned to head a revue under the same title.

FELIX MILLS, Hollywood composer, has been named musical director of the new CBS *Silver Theater* series which starts Oct. 3, from that city, under sponsorship of International Silver Co. Glenhall Taylor of Young & Rubicam Inc., will be in charge of production.

JOHN LAIR, musical director of WLS, Chicago, has gone to Cincinnati to free-lance work at WLW. He will produce a daily morning show of the *Barn Dance* type. Red Foley and the Girls of the Golden West, three WLS artists, have gone to Cincinnati with Mr. Lair to take part in the programs.

ED PAUL, announcer of WLS, Chicago, and Eileen Jensen (Sally of the Winnie, Lou and Sally WLS vocal trio), will be married Sept. 19th.

FRANK DEVANEY, until Sept. 1 manager of KRMC, Jamestown, N. D., has joined the staff of WMIN, St. Paul, as production manager. He formerly was on the WMIN production staff.

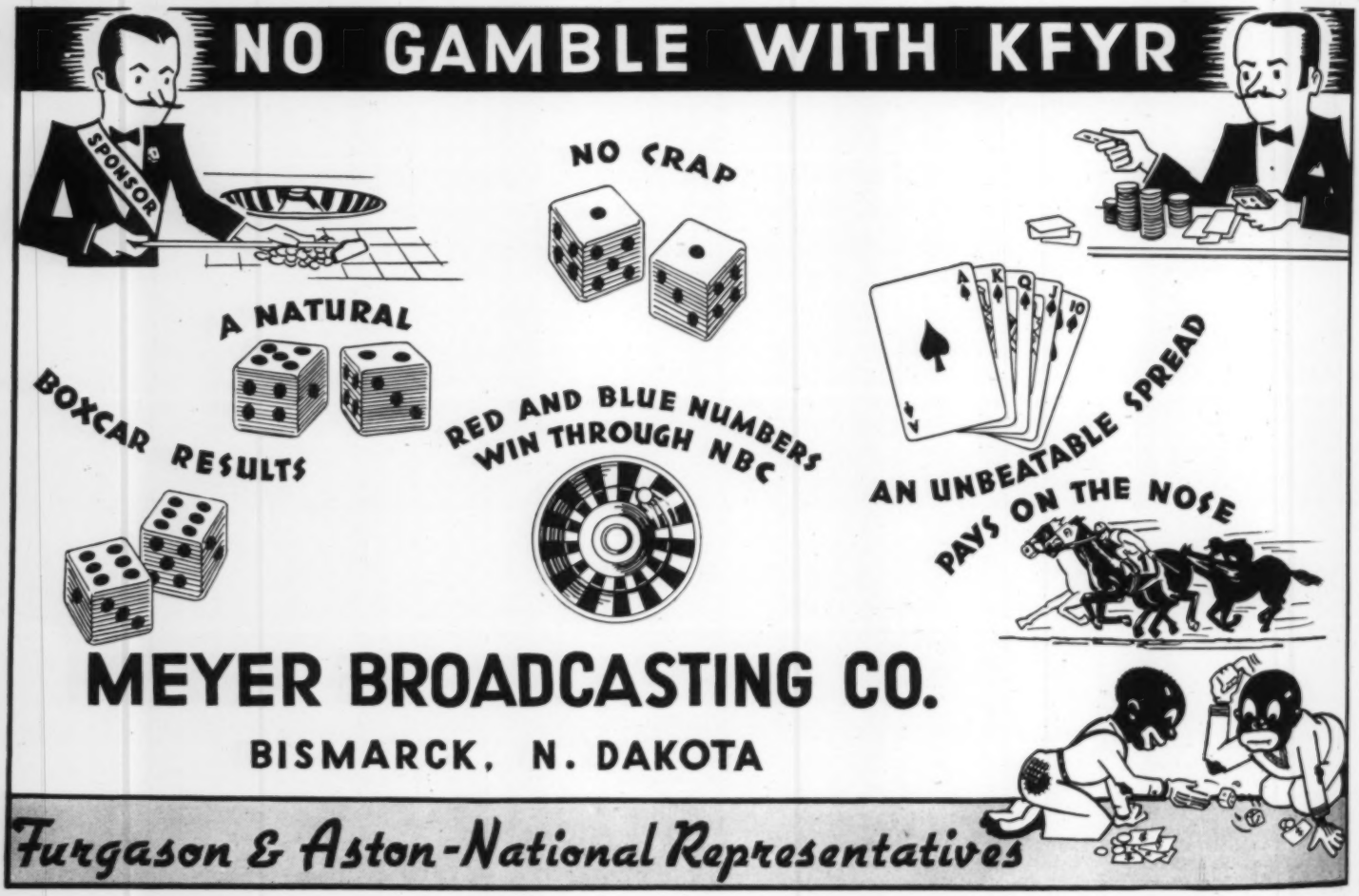
ART VAN HORN has been added to the announcing staff at KFRC, San Francisco. He was formerly announcer and newscaster at KSFO and previous to that worked at KGB, San Diego.

PATRICIA SULLIVAN, of the NBC continuity acceptance department in San Francisco has divulged her marriage two years ago to Norman Gatzert, attorney. They were married in Reno Sept. 7, 1935.

WILLIAM H. ANDREWS, superrisor of announcers for the NBC in San Francisco, has been transferred to Hollywood as night program manager. Richard Ellers, formerly in charge of night operations, succeeds Andrews and his post is being filled by Robert Dwan, who was Ellers' assistant and Robert McAndrews of the announcers staff has been promoted to Dwan's previous position.

KEN DOUGLAS, announcer of WBAP, Fort Worth, is the father of a baby girl born recently.

LEWIS CHARLES, who left WINS, New York, in June to join WOV-WBIL, that city, has moved to the announcing staff of WHN.



Radio advertisers who broadcast to the nation's 5th largest market usually refer to it as "Cleveland" but actually it is "Cleveland Plus."

"Plus" includes cities like Akron, Lorain, Elyria, Norwalk, Painesville, Ashland, Wooster and Ravenna — dozens of towns such as Kent, Cuyahoga Falls, Willoughby, Medina and Wadsworth — and literally hundreds of smaller communities.

Cleveland's (Cuyahoga County) 272,200 radio families and the "plus" coverage of 230,716 additional radio families can best be reached by WHK.

Listener interest on WHK has always been high but now that WHK is the Cleveland station for NBC Blue Network programs (starting September 26th) even more listeners are tuning in.

We have facts and figures to bear out our belief that WHK is best for you in Cleveland. Shall we send them?

UNITED BROADCASTING COMPANY

WHK
CLEVELAND

★ ★ ★ ★ ★ ★ ★ ★ ★

H. K. Carpenter, Vice Pres. and Gen. Mgr.
C. A. McLaughlin, Sales Manager

FREE & PETERS, Inc. - National Representatives, New York - Chicago - Detroit

SO YOU WANTA "BUST IN" EH?

Over the protests of your vice-president you want to try to push your way into one of the toughest markets in the Little Old U. S., is that the idea?

You're 100% right! Though tough, it's worth fighting for, because Kansas City and the KMBC Market is the country's eighth richest, with the biggest money wheat crop in years just harvested. You may not know that KMBC is the Little Marvel Market Buster, with KMBC Tested Programs, Precision Coverage, Formula Radio Selling. Read all about it in a convenient folder that is waiting for you.

•

KMBC
OF KANSAS CITY

FREE & PETERS, Inc.
National Representatives

GEORGE GODFREY, formerly Hollywood motion picture dialogue director, has been appointed to direct the quarter-hour series of 100 transcriptions starring May Robson, now being cut by Associated Cinema Studios, Hollywood, for Bauer & Black, Jackson Wheeler, formerly CBS Hollywood announcer and producer, is to do the announcing.

JOHN HOLTMAN, chief announcer of WFBM, Indianapolis, leaves that station Sept. 20 to join the announcing staff of NBC-Chicago.

EDMUND LINEHAN has been promoted from the continuity department of KSO-KRNT, Des Moines, to assistant program director, taking the place of Lansing Benet, who resigned to join KSOO, Sioux Falls, S. D., as program director. James Randolph, formerly with KFRU, Columbia, Mo., has taken Linehan's post. Program Director Ranny Daly has also appointed Ken Brown as head of the new special events department.

HARRIET RISTVEDT, former assistant to Ed Barrett, head of the radio school of Drake University, has joined the continuity department of KSO-KRNT, taking the place of May-Floyd Siex, who resigned to free lance in Chicago.

WESLEY WALLACE has taken over the duties of program director of WPTF, Raleigh, which has added Mary Ellen Lawrence to its staff as program director's secretary.

JACK GREGSON has joined the staff of KSL, Salt Lake City, as special events man.

CALVIN JACKSON, formerly of WRAW, Reading, Pa., and George Hogan, formerly of CBS, have joined the announcing staff of WCAU, Philadelphia.

Day Into MacKnight

JOHN MACKNIGHT has been added to the staff of announcers at WDGY, Minneapolis. This gives WDGY a daytime announcer by the name of Dick Day and Mr. MacKnight during the evening hours. When the standby comes at 6 p. m. the following statement is made. Your announcer has been Dick Day . . . Day now gives way to NIGHT . . . your next announcer being, John MacKnight.

TOM JONES, producer, has joined KYA, San Francisco, succeeding Wallace Ford, resigned. Jones was formerly with stations in Southern California.

JOHN SCHNELLER, studio supervisor of KOIN, Portland, Ore., is to marry Ellen Kerry, of KGGC, San Francisco, this month.

REGINALD FERGUSON, graduate of Tennessee State Teachers College, has been named production manager of WHBQ, Memphis. Ned Cronk, Memphis publicity man, has been appointed to handle special promotion and sports programs. Robert W. Ramsey, Arkansas U graduate, has joined the continuity department.

JOSEPHINE AVIS has been transferred from the program department to the post of assistant traffic manager of KYA, San Francisco.

JAMES (Jerry) MATTHEWS, NBC announcer in San Francisco, was married Aug. 27 to Monty Margetts, Seattle actress.

DAY and NIGHT
WHAS

Your Sales Will Reach New Highs
When You Tell Your Sales Story to
904,999 Families In the
WHAS BILLION-DOLLAR MARKET
Cover the Richest Part of the Middle
Western Market Through This Friendly
Dominating Station

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

CHARLES LYON and Durward Kirby, NBC Chicago announcers, joined Harold True and John Slagle, announcers of WXYZ, Detroit, to describe the Gold Cup Hydroplane Race, feature of regatta of the Detroit Yacht Club, in three broadcasts over the NBC-Blue Network on Labor Day.

JACK GREGSON, formerly of KGA, Spokane, has joined the announcing staff of KDYL, Salt Lake City.

GILBERT BAYEK, announcer of WDRC, Hartford, and Miss Dorothy Collins, of Bangor, Me., were married Aug. 30.

LEE DOUGLAS, M.C. of the *Morning Bugle* on WFAM, South Bend, Ind., made his bow as a columnist Sept. 5 with the publication of a Sunday feature column called *Radiopinions* in the *South Bend Tribune*.

GEORGE THORNE, former chief announcer of KRQA, Santa Fe, N. M., has joined the announcing staff of KGGM, Albuquerque, succeeding J. B. Matthews, now on the West Coast in radio and motion pictures.

ERNIE NEFF, announcer of KQV, Pittsburgh, who became nationally known for his handling of the Pittsburgh Symphony over CBS last fall, will marry May Blank of Brentwood, Pa. on Sept. 18.

GRAEME FLETCHER, program director of WIS, Columbia, S. C., has taken the same post with WAIM, Anderson, S. C.

MISS BUNNY OSBORN, of the program department of WHK-WJAY, Cleveland, has been promoted to traffic manager, succeeding Mrs. Winifred Machan, who resigned following her recent marriage. Dorothy Beeman of the service department has succeeded Miss Osborn.

BURT McMURTRIE, formerly CBS New York commercial program director, has been named to head the west coast radio department of Music Corporation of America, Los Angeles, relieving Harold Hackett, who has returned to the New York office. Taft Schreiber continues as MCA's West Coast general manager, also headquartered in Los Angeles.

LESTER GOTTLIEB, publicity coordinator of the Mutual Network in New York, and Mrs. Gottlieb are the parents of a 6-pound daughter born in August.

CLAUDE KIRCHNER has resigned from the staff of WTMJ, Milwaukee, to join the Chicago NBC staff.

Golden Gate Expo Plans Extensive Use of Radio

PRELIMINARY plans for the 1939 Golden Gate International Exposition contemplate transmission of 25 programs daily from Treasure Island in San Francisco Bay, according to Arthur Linkletter, radio director. Plans are under way for construction of a complete broadcasting plant in a $250,000 radio building. There will be four glass-encased studios, dressing rooms, lounges, offices and monitor and master control rooms, all visible to fairgoers.

Programs will be picked up also from 20 remote control points on the 400-acre Exposition grounds. Approximately 40 sound pylons will be erected at various points for both radio and public address. A staff of 35, exclusive of artists, will be employed. Sponsors and networks will be invited to use the Exposition studios without charge. The Fair will run 288 days with broadcasts over all national networks, several regional chains and all local independents serving the Bay area.

XUM

"Nature Don't Allow No Outside Station Here!"

(Apologies, of course, to a popular song)

◆

IF national advertisers could twirl a radio dial here perhaps they'd understand why they haven't been getting their share of this phenomenal market.

"The West Virginia Hills" are beautiful indeed—as the song says—but to outside stations these selfsame hills are a pain in the sales totals. Signals, even the strongest, just don't seem able to make the grade in getting over these hills and mountains and into the loud speakers of one of the brightest markets in the entire United States.

This natural condition which makes the WCHS market strictly a one-station market is a pretty nice break for you and for us. It means delivery of one of the most prosperous and responsive markets in its entirety, without much loss of listeners to other programs.

◆

580 KILOCYCLES
1000-500 WATTS

WCHS

COLUMBIA
BROADCASTING SYSTEM

CHARLESTON, WEST VIRGINIA

NATIONAL REPRESENTATIVES—EDWARD PETRY & COMPANY

Spot Campaign Planned To Promote 1938 Sets

THE combined radio industry is pooling its salesmanship for a campaign to instill consumer interest in the new 1938 receiving set. All the various fields of the industry, the manufacturers, distributors, dealers, broadcasters, Pacific Gas and Electric Company, and the Electric Appliance Society of Northern California, are combining their efforts in a three-week West Coast campaign which will run Oct. 11-30. It will be a comprehensive campaign of advertising in all media. The theme of the campaign will be: "You're There in Person With a 1938 High-fidelity Radio."

Pacific Gas & Electric Co. is printing 435,000 special stickers to mail to all subscribers. The company will make special announcements during its NBC program *California Tales*, establish displays of new sets in local offices and conduct a prize contest in its own publication the *P.G.&E. Progress*. All Northern California stations will present special announcements and 15-minute programs during the campaign. The Northern California Broadcasters Assn. is taking an active part and has appointed Jean Scott Frickelton as campaign manager.

Hammond Organ on WQXR

HAMMOND ORGAN Co., New York, started it first radio campaign on Sept. 9 over WQXR, New York, to be heard every Thursday from 8:30 to 9 p. m., featuring C. A. J. Parmentier, organist, and occasional guest artists. Agency is J. Walter Thompson Co., New York.

QUAINT—Is this old "tabby" house built of oyster shells and covered with logs and Spanish moss, located in the famous Fountain of Youth Gardens at St. Augustine, Fla., and housing WFOY, recently established local. Nearby, extending into the ocean, is the site of WGOY's new 200-foot Truscon vertical radiator and WE transmitter.

New Minnesota Station

PREPARED to begin operating on Sept. 15, the new KATE, Albert Lea, Minn., will have studios both in Albert Lea and Austin, according to George B. Russell, production manager. Western Electric equipment is being used throughout, with a Blaw-Knox vertical radiator. Manager of the Albert Lea studios will be Mayor Edgar L. Hayek of Albert Lea, one-sixth partner in the venture, who is also president of the Trades Publishing Co., publisher of the *Northwestern Jeweler*, a monthly. Manager of the Austin studios is George Cutting. Roland E. Olson will be commercial manager, and George H. Church has been named chief engineer. Sherman Booen is assistant engineer and associate announcer. Production assistants are Dorothy L. Hogg, Peggy Lee and Eleanor Dale. Mayor Hayek's partners are Q. J. David, Haskell Sargent and L. B. Farrington, of St. Paul, George J. Wolf, of Albert Lea, and William B. Wolf, of Austin.

KELA Starts Nov. 1

LOCATED midway between Centralia and Chehalis on the Pacific Highway, the new 500-watt transmitter of KELA, Centralia, Wash., is being installed along with a 190-foot Bethlehem radiator and will be ready to go on the air on or about Nov. 1, according to J. Elroy McCaw, general manager. Western Electric transmitter equipment has been ordered. The station, authorized last July 2 by the FCC, will operate full time on 1440 kc. It will affiliate with the Mutual-Don Lee Network, Mr. McCaw reported. Mr. McCaw is 25% stockholder in Central Broadcasting Corp., licensee, with 37½% each held by Arthur C. St. John, Ford dealer, bus line operator and theatre owner of Chehalis, and Cecil L. Gwinn, theatre manager of the same city.

KANS Transfer Sought

AUTHORITY to transfer control of KANS, Wichita, Kan., from Charles C. Theis, local banker, to Herbert Hollister, general manager of the station, and Don Searle, manager of WIBW, Topeka, and principal owner of KMMJ, Clay Center, Nebr., was sought in an application filed with the FCC Broadcast Division Sept. 1. The station, which went on the air last year, is an NBC outlet.

Contract Validity For Artist Upheld

Court Holds Document Legal Though Made Outside State

A LOS ANGELES Superior Court ruling that is expected to have a far-reaching effect on artist-agency contracts by setting a precedent in establishing legality in California of agreements drawn in another state was handed down Aug. 31 in the suit of NBC Artists Bureau against Cliff Soubier, actor.

Decison, handed down by Superior Judge Joseph P. Sproul, ruled that Soubier's NBC managerial contract was legal and binding even if it does not conform with the California agency law and lacked approval of the labor commissioner of that state. Artists Bureau placed Soubier under contract in Chicago in 1931.

Defendant Overruled

While still under contract he came to Hollywood and signed with Warner Bros. First National Studios for a role in the picture *Black Legion*, and notified NBC Artists Bureau by letter that he was discharging it as his representative. The agency, holding that its contract was still good, filed suit in Los Angeles county and the case was submitted for trial on May 30 of this year, with decision being rendered after three months of consideration of briefs submitted by plaintiff and defendant.

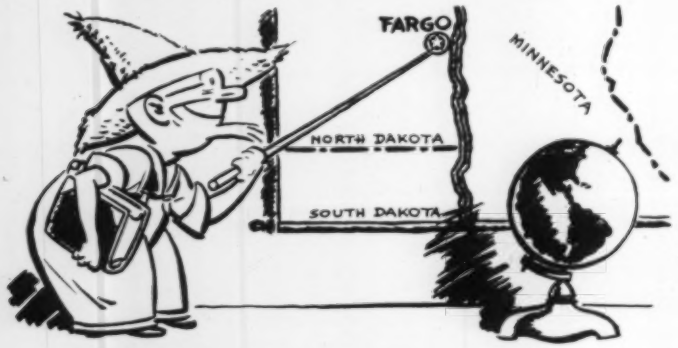
The court overruled all defendant's arguments, holding that the contract was legal and binding despite where made or drawn. It ruled that the NBC Artists Bureau is entitled to all commissions on Soubier's work. First of its kind in the California courts, the case attracted wide attention in both the radio and agency field. It affects employment under a contract signed in another state. Intimations were that the NBC Artists Bureau would file additional suits in similar assertedly breached contracts.

CBS Artists Stock

CBS has just acquired 27½% of the authorized capital stock of Columbia Management of California Inc. for $27,500, and its subsidiary, Columbia Concerts Corp., has acquired 22½% of the same concern for $22,500, according to a statement filed Sept. 7 with the Securities & Exchange Commission. CBS owns 54% of the outstanding common and 100% of the preferred stock of the Concerts Company.

Ex-KGGC Manager Sues

W. NORMAN McGILL, former manager of station KGGC, San Francisco, through his attorneys, has filed a $50,000 libel suit in the Superior Court of San Francisco against Robert J. Craig, pastor of Glad Tidings Temple. Mr. McGill, who lives near Los Altos on the San Francisco peninsula, alleges in his suit that the minister, who owns KGGC, discharged him after he had built up the radio station and also, according to the complaint, "attempted to besmirch my name by misrepresentations to business associates." McGill had been associated with the station for nearly ten years.



WHY DOES EVERYBODY KNOW FARGO?

Just for fun you tell us another town of 29,000 people which is as universally well-known as Fargo.

The reason's simple: Fargo is important far beyond its actual population-count because it is the center of one of America's richest and most prosperous sections.

Station WDAY is also far more important than its mere size would indicate—it is the only radio station by which you can cover the rich Fargo region.

WDAY, INC.

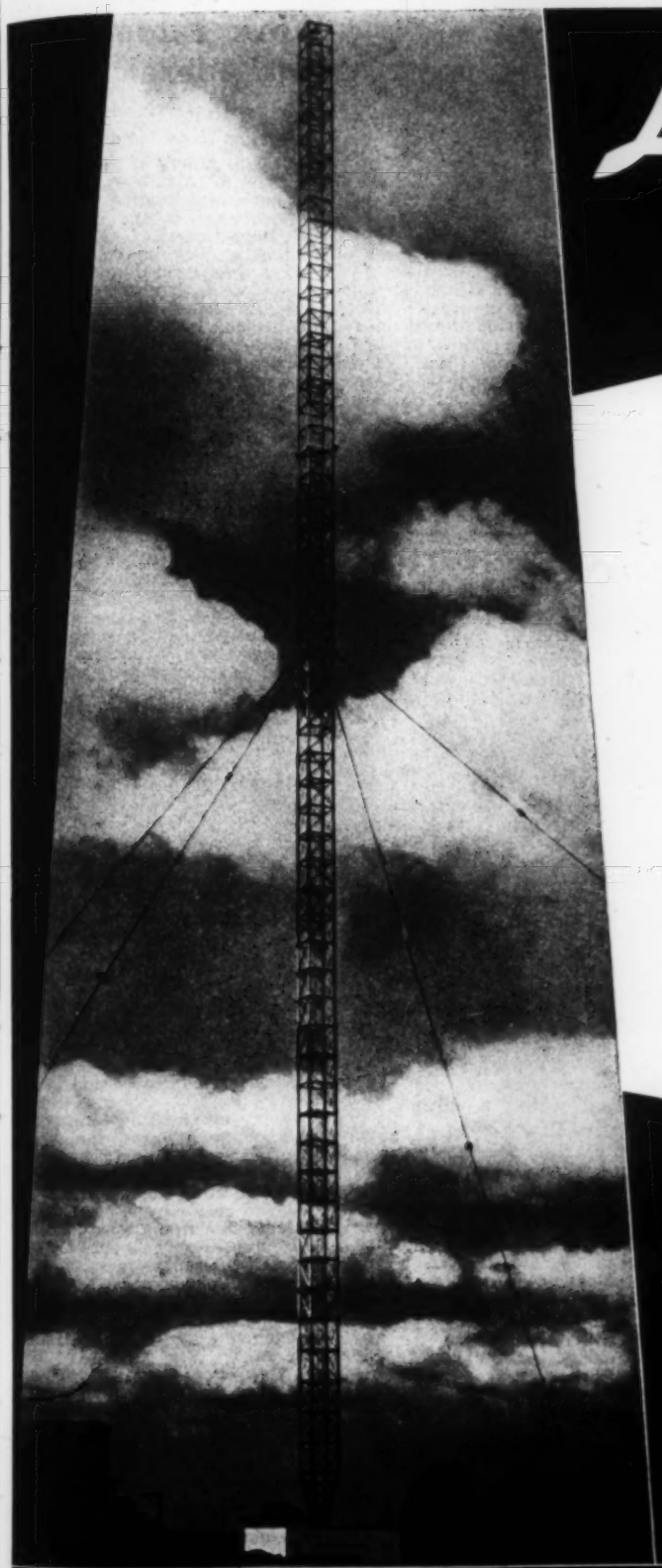
N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT



Leadership

★ From the very beginning, Blaw-Knox Antennas have been intimately associated with the growth of Radio.

The first Vertical Radiator was a Blaw-Knox development.

The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH, PA.

★

IF YOU PLAN TO INCREASE THE EFFICIENCY OF YOUR ANTENNA . . . . . IT WILL PAY YOU TO CONSULT **BLAW-KNOX**

BLAW-KNOX VERTICAL RADIATORS

Gas Group Using Spots

GAS APPLIANCE Society of California, San Francisco, on Oct. 2, will commence a one-week radio campaign with 600 transcribed announcements on 21 stations in Northern and Central California. Stations are KGO, KFRC, KYA, KSFO, KJBS, KGGC, KLX, KDON, KLS, KROW, KRE, KHSL, KFBK, KWG, KGDM, KQW, KIEM, KVCV, KTRB, KMJ, KYOS. The agency is Jean Scott Frickelton, San Francisco.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

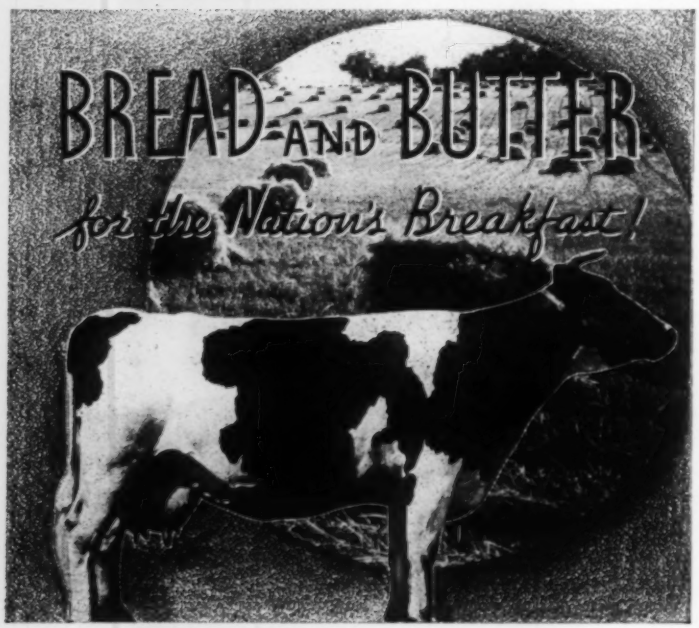
"The Quality Market of The Southeast"

Hot Announcing

NEWSCASTING, and being a volunteer fireman, just don't mix. At least that has been the sad experience of William Paulsgrove, program diretor and sportscaster of WJEJ, Hagerstown, Md. A candidate for election as chief of Hagerstown's volunteer fire department, Paulsgrove must appear at all fires possible if he wants to poll the votes. Late last month an alarm came in just as he got under way on his 15-minute sports review. Then the second alarm broke. He was between two fires, so to sneak. He wound up the sports review a little early and managed to get to the conflagration before it was over. But he isn't so sure now about that fire chief's job.

KGFI in Brownsville

AUTHORIZED to move from Corpus Christi into Brownsville, Tex., the 100-watt KGFI went into operation in its new location in latter August. It is chiefly owned by Jack Wilson and Ernest Wilson. Corpus Christi's new station is KRIS, an NBC supplementary outlet, operating with 500 watts on 1330 kc.



Johanna Tidy Vale Lady, of Ackerhurst Farms.
Butter production for 1936____683 pounds.

Churned Gold . . . forty million pounds a year! Omaha leads the world in butter production, ranks high as a corn and wheat outlet, stands second in the nation as a meat-packing center. Reach the 664,048 families in Omaha and its fertile trade territory through their favorite radio station . . . WOW!

WOW

Omaha, Nebraska
590 Kc. 5,000 Watts
John Gillin, Jr., *Mgr.*
JOHN BLAIR CO.—*Representatives*—New York, Chicago, Detroit, San Francisco.
Owned and Operated by the Woodmen of the World Life Insurance Society

ON THE N. B. C. RED NETWORK

NURSING MICROPHONE — Is Gwen McCleary, women's director of the Iowa Network, who donned nurse's garb to conduct a howl-by-howl broadcast of the Baby Clinic examinations at the Iowa State Fair in Des Moines. Telling her the story of the infants is (left) Dr. Lee F. Hill, medical examiner, and (right) Mrs. S. E. Lincoln, superintendent of the Baby Health Department. Broadcasts were sponsored by Flynn Dairy Co.

'FINED' FOR SPEEDING

Judge Orders Lowell, Culprit, Devise Safety Program

WHEN Maurice Lowell, NBC-Chicago production director, faced Judge J. M. Braude of the Chicago traffic court on a speeding charge Aug. 27, the judge, in lieu of a fine, ordered Mr. Lowell to devise a radio traffic safety broadcast that would help the judge's auto safety campaign.

Going into a huddle with Judith M. Waller, NBC-Chicago educational director, Mr. Lowell worked out a solution. He booked the judge for a quarter-hour spot on WENR, the judge's topic being his own court slogan, "On the Highway, Death Begins at Fifty."

The payoff occurred at the broadcast Sept. 1. For the production director was Mr. Lowell who had been assigned to the program with instructions to see that Judge Braude didn't talk over 50 words a minute.

Musterole Switches

MUSTEROLE Co., Cleveland (Musterole) and E. W. Rose Co., Cleveland (Zemo), on Oct. 4 will start *Carson Robison and His Buckaroos.* The program, formerly announced as scheduled for an NBC-Blue network, will be heard instead on 33 MBS stations for 26 weeks, Mondays, Wednesdays and Fridays at 1:15-1:45 p. m. (EDST). The agency is Erwin, Wasey & Co. Inc., New York.

RADIO NFA News Features

Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

Work Under Way On Federal Studio

Interior Department to Have Elaborate Broadcast Setup

UNCLE SAM, one of the most prolific users of sustaining radio time, will have broadcasting studios of his own soon in the magnificent new Department of the Interior building in Washington.

Work was started early in September and is expected to be completed in latter November on the long-projected radio setup. The contract was awarded Sept. 3 to Industrial Fireproofing Corp., New York, on its low bid of $88,200. There will be one large and one small studio, a conference room that can be used as a studio, and a control room. The larger studio will be two stories in height and will have a balcony on one side where visitors may watch the broadcasts behind double glass windows.

The studios will be completely equipped with RCA speech input and microphones and will be acoustically treated by Johns Manville. It will be complete in every detail, lacking only a transmitter inasmuch as no provision is made for wave length assignments for the governmental broadcasts. Secretary of the Interior Ickes, bureau chiefs of his department and presumably heads of other departments will use the studios for their regular broadcasts, tying in with the networks through their Washington keys.

Other Radio Projects

Construction of the model studios in the Interior Bldg. is part of the educational radio plans of Secretary Ickes, who is also backing the WPA Federal Radio Educational Project under which WPA workers and actors are trained in radio technique and write and stage programs over networks and stations. The project also has a script library service which it offers to local educators and to stations.

Having operated on term grants for about two years, the project recently secured an extension grant of $50,000 which will carry it until December when a new grant is expected to be forthcoming. Its staff, headed by William Dow Boutwell, now numbers only 20 persons, having been cut considerably from the former roll of about 80. About half of the staff is in Washington and the other half works in New York, headquarters at New York University.

Bathasweet News

BATHASWEET Corp., New York, will start Sept. 28 a news program on WCAE, Pittsburgh, at 8-8:15 a. m., Monday, Wednesday and Friday. On Sept. 8 the company started on WGN, Chicago, *Quin Ryan,* news and comment, also Monday, Wednesday and Friday at 11:30-11:45 a. m. (EDST). Other programs of the same sponsor now running are news on WOR, Newark, Monday, Wednesday and Friday at 8-8:15 a. m., and on Don Lee network Monday, Wednesday and Friday at 7:45-8 a. m. H. M. Kiesewetter Adv. Agency Inc., New York, is in charge.

M. SAYLE TAYLOR, better known as the *Voice of Experience,* has signed a contract with the WOR Artists Bureau.

XUM

It's radio's No. 1 Remote

The Gates "Dynamote"

NOW the Gates DYNAMOTE steps to the head of the line as radio's number one remote equipment. Complete in facilities, electrically superb and small in size. Broadcast engineers have been quick to acclaim the DYNAMOTE as the best they have seen. Today, leading broadcasting stations from coast to coast have picked the DYNAMOTE to carry the brunt of their fall and winter remote schedules. May we suggest that you investigate this outstanding remote equipment and find how truly fine equipment may be had at a reasonable price. Gates bulletin 82 gives you this information.

DYNAMOTE FEATURES

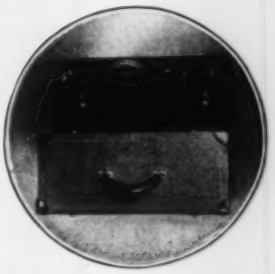
1—High gain 4 stage amplifier of studio quality.

2—Three position ladder type mixer, 30 or 200 ohms.

3—A.C. or battery operation. Power unit supplied.

4—Exclusive 5" edgewise V.I. meter.

5—Total weight packed 39 lbs. 20" by 12" by 10" in size complete equipment.



Packed Dynamote above only 20" by 12" by 10" includes room in case for 3 microphones.

GATES RADIO & SUPPLY CO.

MANUFACTURING ENGINEERS SINCE 1922

QUINCY (Cable Address Gatesradio) ILL., U. S. A.

HERE'S WHAT'S SELLING TO AND FOR SPONSORS

EVERYONE'S A TREND INDICATOR FROM *The Script Library* . THE BROADCASTING PROFESSION'S SOURCE OF MATERIAL FOR LIVE SHOWS (AUDITION SCRIPTS ARE YOURS FOR THE ASKING)

① "YOUR VARIETY SHOW" — A HALF HOUR OF COMEDY, DRAMA AND CONTINUITY

② "OLD MAN OF THE MOUNTAIN" — THE GREATEST 5-MINUTE DAILY FOR BOYS EVER WRITTEN

③ "CRIME QUIZZES" — A 2-ONE MINUTE SERIES THAT HOLDS AN AUDIENCE 17 MINUTES

④ "PETER ANGEL" — A THRILLING SAGA OF A DOCTOR IN A SERIES OF 15 MINUTE SCRIPTS

⑤ "CROOKED HOUSE" — LAST WORD IN MYSTERY SCRIPTS THAT DELIVER CHILLS. 13 ½ HORRIFYING MINUTES

⑥ "MA RILEY'S BOARDING HOUSE" — A THRILLING ONE-WOMAN SCRIPT THAT CAN BE USED COMMERCIAL. 5 MINUTES OR 30 WITH

⑦ "THE MAN ON THE STREET" — MATERIAL FOR LAUGHS & INTEREST IN SETS OF 550 QUESTIONS

⑧ "ADVENTURES IN LOVE" — 13 FIFTEEN MINUTE ONE-SHOTS IN THE LIGHTER AND CAPRICIOUS MANNER

⑨ "JUDGEMENT HOUR" — A HUMAN SERIES OF 2 15-MIN. BROADCASTS THAT COMBINE THE APPEAL OF MINUTE MYSTERIES & TRUE STORIES

⑩ "DAVID COPPERFIELD" — JAY CLARK'S CELEBRATED ADAPTATION IN 13 HALF-HOUR EPISODES

⑪ ONE THOUSAND AND ONE TALES — HALF HOUR SCRIPTS, COMPLETE IN THEMSELVES. LOVE, ADVENTURE, MYSTERY, HUMAN INTEREST. BY FAMOUS AUTHORS

⑫ QUIZ MATERIAL — 550 UNUSUAL QUESTIONS AND THEIR ANSWERS. THEY'RE THE MAKING OF QUIZ PROGRAMS

SCRIPT LIBRARY CATALOG — A COMPREHENSIVE CATALOG OF EVERYTHING THAT'S FIT TO BROADCAST

The Script Library
535 FIFTH AVENUE
NEW YORK, N.Y.

PLEASE CHECK THOSE DESIRED — 1 2 3 4 5 6 7 8 9 10 11 12

PLEASE SEND THE UNDERSIGNED AUDITION SCRIPTS OF THE PROGRAMS INDICATED

BY _____

STATION _____

Goodkind's New Post

M. LEWIS GOODKIND Jr., who on June 1 resigned from Lord & Thomas, Chicago, after being with the agency for nine years, becomes vice-president of Burnet-Kuhn Advertising Co., Chicago, Sept. 15. Mr. Goodkind was radio service manager and publicity director of Lord & Thomas. Prior to that he was on the merchandising research and reportorial staff of the *Chicago Herald & Examiner* for two years. The Burnet-Kuhn agency is headed by Paul R. Kuhn, president, and F. J. Woods, vice-president and secretary. Included among its accounts are the *Chicago Tribune, New York Daily News, Radio Guide*, Chicago Musical Instrument Co. and the Sampson Electric Co.

Mr. Goodkind

Telepathic Blurbs

ZENITH RADIO Corp., Chicago (radio sets), is using no commercials whatsoever on its new *Zenith Foundation* program started Sept. 5 on an NBC-Blue network of 52 stations. The program is unusual, the entire radio audience being requested to take part in experiments in mental telepathy. E. H. Brown Adv. Agency, Chicago, is the agency.

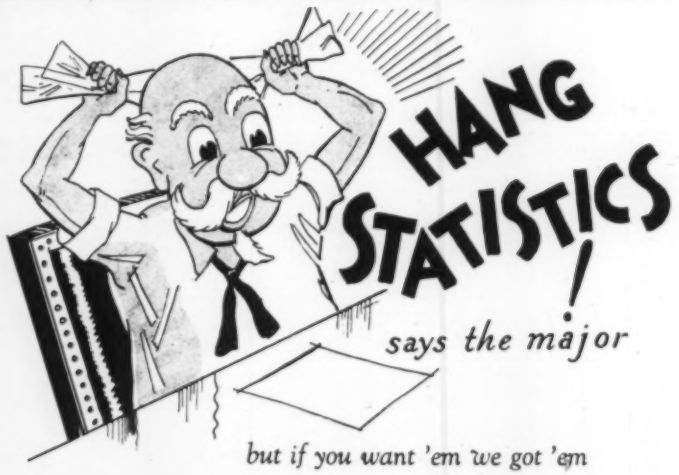
Candider Faust

RUNNING neck and neck with Bill Cline, WLS sales manager, as Chicago's most avid radio candid cameramen is Paul Holman Faust, radio director of the Mitchell-Faust Adv. Co., Chicago. Mr. Faust recently sold a set of candid burlesque shots to the *Chicago Herald & Examiner*. The pictures were obtained after the burlesque houses had issued a ban on photographers of the strip tease. Mr. Faust said: "I just sat in the front row of the balcony—and made 'em." He also recently sold a series of photos to *Look* Magazine.

Sanib of Honduras

SANIB CORP., Puerto Cortes, Honduras, will use radio advertising for Sun-Ban, a banana fruit powder, starting early in October. Tentative plans include several MBS stations for a 15-minute musical program on Sunday mornings. The agency is Jay Lewis Associates, New York, Jay Lewis, account executive. Norman Brokenshire, in charge of radio for the agency, will probably participate in the program.

KATHERINE LANE, CBS dramatic actress in New York, was married Aug. 30 to Paul Y. Anderson, noted Washington correspondent of the *St. Louis Post-Dispatch*, and onetime Pulitzer Prize winner.



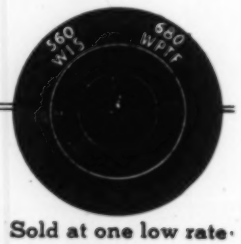
but if you want 'em we got 'em

A smooth statistician, it seems, could dig up enough figures to paint a pretty market picture around the North Pole. That's why the Carolina Combination bases its appeal on BIG results at a low rate. But, if you insist on figures, we got 'em—BIG ones. Write for them.

The CAROLINA COMBINATION

WIS — COLUMBIA, S. C. — 5000 WATTS, NBC

WPTF — RALEIGH, N. C. — 5000 WATTS, NBC



Represented by Free & Peters, Inc.

Sold at one low rate

Efficacy of Broadcasts In Influencing Opinion Discussed at Institute

PROS and cons of radio as a means of influencing public opinion were discussed Sept. 3 at the Williamstown (Mass.) Institute of Human Relations under the auspices of the National Conference of Jews and Christians.

Franklin Dunham, NBC educational directors, stated that radio has "a tremendous and compelling power to bring the world and its happenings directly into the home and the school room. At the basis of this serious listening is the essential element of conflict—the conflict of personalities presented on the air. This conflict appears in the impact which is made on our minds by radio commentators and by other interesting personalities who speak over the air on subjects in which we have genuine enthusiasm. We may not agree with them always, but this disagreement often makes their talks more interesting to us."

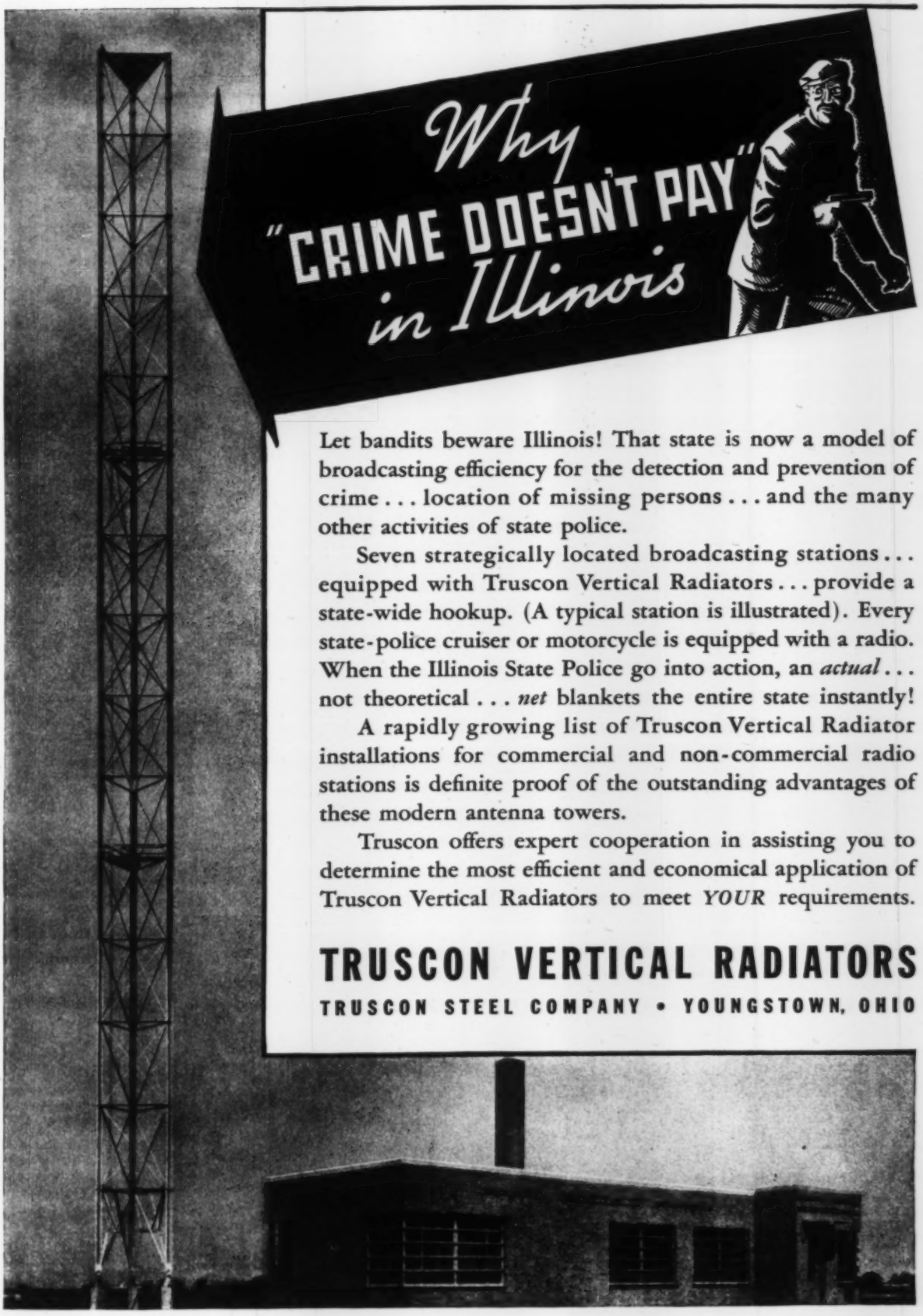
From the standpoint of religion, Rev. James M. Gillis, editor of *Catholic World*, argued that radio is a valuable but imperfect adjunct to religion. The first drawback, he said, is that radio transmits imperfectly and sometimes not at all the personality of the preacher.

Father Gillis said that preaching is a ministry, rather than mere verbal communication. He described religion as "a flame, a fire, a battle." "In such a world as this," he went on, "the message of true religion should not be polite, inoffensive. Quite naturally, radio corporations and sponsors don't want disturbers on the program. I doubt that a vital, authoritative, uncompromising presentation of the Gospel truth is possible on any of the great radio chains under present conditions."

Safeway Coast Discs

SAFEWAY STORES Inc., Oakland, Cal., Pacific Coast chain grocery store, to call attention to its various departments and products, on Sept. 13 started for 13 weeks using five nights weekly a transcribed quarter-hour children's program, *The Land of The Whatsit*, on 13 stations in Washington, Oregon and California. Pre-program spot announcements were made over the stations to call attention to the series. This is being supplemented by a series of half-page comic section advertisements in Associated Weekly newspapers and *Family Circle*, publication distributed free by Safeway Stores Inc. An extensive store promotion campaign also supports the program and includes package inslips, window banners, giveaway folders and other paraphernalia. This will be supplemented by *The Whatsit*, an illustrated weekly tabloid newspaper "published by and for children" to be issued each Wednesday starting Sept. 29. Stations are KFSD, KGO, KFXM, KDB, KERN, KWG, KMJ, KFBK, KJR, KGA, KPQ, KECA, KEX. Agency is J. Walter Thompson Co., San Francisco.

CANADA'S total number of licensed radios—Canadians pay a $2 annual set tax—numbered 1,038,500 when the fiscal year ended last March 31, an increase of 20% over the preceding fiscal year.



Why "CRIME DOESN'T PAY" in Illinois

Let bandits beware Illinois! That state is now a model of broadcasting efficiency for the detection and prevention of crime . . . location of missing persons . . . and the many other activities of state police.

Seven strategically located broadcasting stations . . . equipped with Truscon Vertical Radiators . . . provide a state-wide hookup. (A typical station is illustrated). Every state-police cruiser or motorcycle is equipped with a radio. When the Illinois State Police go into action, an *actual* . . . not theoretical . . . *net* blankets the entire state instantly!

A rapidly growing list of Truscon Vertical Radiator installations for commercial and non-commercial radio stations is definite proof of the outstanding advantages of these modern antenna towers.

Truscon offers expert cooperation in assisting you to determine the most efficient and economical application of Truscon Vertical Radiators to meet *YOUR* requirements.

TRUSCON VERTICAL RADIATORS

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBAL, Baltimore

Gardner Nurseries Inc., Osage, Ia., 3 weekly *t*, thru N. W. Radio Adv. Co., Seattle.
Procter & Gamble Co., Cincinnati, 21 *sa*, thru Compton Adv. Inc., N. Y.
Lamont-Corliss Co., New York (Nestle's cocoa), 78 *sp*, thru Cecil, Warwick & Legler Inc., N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 156 *sa*, thru Wm. Esty & Co. Inc., N. Y.
Bulova Watch Co., New York, 24 weekly *sa*, thru Biow Co. Inc., N. Y.
Utica Knitting Mills, Utica, N. Y. (underwear, sweaters), 3 weekly *sa*, thru John Thomas Miller, N. Y.
Simmons Co., New York (beds, mattresses), 78 *sa*, thru J. Walter Thompson Co., N. Y.
Ford Motor Co., Alexandria, Va., 20 *sa*, 12 *sa*, thru McCann-Erickson Inc., N. Y.
Capudine Chemical Co., Raleigh, N. C. (proprietary), 101 *sa*, thru Dillard Jacobs Agency Inc., Atlanta.
Schmidt Baking Co., Baltimore, 648 *sa*, thru W. E. Long Co., Chicago.

KYA, San Francisco

W. G. Keys, San Francisco (beauty shop), 3 weekly *sp*, thru Johnson Agency, San Francisco.
Transcontinental & Western Air, Inc., San Francisco (transportation), 6 weekly *sa*, direct.
Electric Appliance Society of California, San Francisco (electric appliances), 3 weekly *sa*, thru Jean Scott Frickelton Agency, San Francisco.
Travellac Publications, San Francisco (travel magazine), 6 weekly *sp*, direct.

WCKY, Cincinnati

Dodge Bros. Corp., New York (trucks), 7 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
McKesson & Robbins Inc., Bridgeport, Conn. (Pursang), 26 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
U. S. Industrial Alcohol Sales Co., Cincinnati, 52 *sa*, thru Lambert & Feasley Inc. N. Y.
Ohio Apple Institute, Cleveland, participation for one year, thru Nesbitt Service Co., Cleveland.

KSFO, San Francisco

Campbell Cereal Co., Minneapolis (Malt-O-Meal), 2 weekly *t*, thru Emil Brisacher & Staff, San Francisco.
W. T. Grant Stores, N. Y. (department stores), 3 weekly *t*, thru N. W. Ayer & Son, N. Y.
Gas Appliance Society, San Francisco (gas appliance), 8 weekly *sa*, thru Jean Scott Frickelton, San Francisco.

WOOD-WASH, Grand Rapids

Coleman Lamp & Stove Co., Wichita (furnace), 26 *sa*, thru Potts-Turnbull Co., Kansas City.
Chamberlain Laboratories, Des Moines (lotion), 130 *ta*, thru Coolidge Adv. Co., Des Moines.

KFI, Los Angeles

Look Magazine Inc., Des Moines (publication), 7 weekly *ta*, thru Schwimmer & Scott, Chicago.
Woolwine-Norris Corp., Los Angeles (gas ranges), weekly *sp*, thru McCarty Co., Los Angeles.

KFBK, Sacramento

Petri Cigar Co., San Francisco, 100 *sa*, thru Emil Brisacher & Staff, San Francisco.
Roma Wine Co., San Francisco, *sa*, thru James Houlihan Inc., San Francisco.
Schering Corp., New York (Sarake), *t*, thru Marschalk & Pratt Inc., N. Y.
Sego Milk Products Co., San Francisco, 30 *sa*, thru Botsford, Constantine & Gardner Inc., San Francisco.
Calif. Dried Fruit Stabilization Co., San Francisco, *sa*, thru Brewer-Weeks Co., San Francisco.
Wilson & George Meyer Co., San Francisco (calcium nitrate), 200 *sa*, thru Gerth-Knollin Adv. Co., San Francisco.

KGO, San Francisco

Look Magazine, Chicago, 6 weekly *ta*, thru Schwimmer & Scott, Chicago.
Thomas Leeming & Co., New York (Baume Bengue), 7 weekly *sa*, thru William Esty & Co., N. Y.
Campbell Cereal Co., Minneapolis (Malt-O-Meal), 2 weekly *t*, thru Emil Brisacher & Staff, San Francisco.

WIP, Philadelphia

Hecker Products Corp., New York (cereal), 5 weekly *sp*, thru Erwin-Wasey & Co., N. Y.
Crowell Pub. Co., New York, monthly *sp*, thru Geyer, Cornell & Newell Inc., N. Y.
Kirkwood Laboratories, Clifton, N. J. (her-ex), 6 weekly *sp*, direct.

KDKA, Pittsburgh

Oakite Prod. Inc., New York, 13 *sp*, thru Calkins & Holden, N. Y.
Procter & Gamble Co., Cincinnati, 23 *t*, thru H. W. Kastor & Sons Adv. Co., Inc., Chicago.
Carleton & Hovey Co., Lowell, Mass., 156 *sp*, thru John W. Queen, Boston.

WJJD, Chicago

Histeen Corp., Chicago (hay fever remedy), daily *sp*, thru Ruthrauff & Ryan Inc., Chicago.
Haysma Laboratory, Chicago (hay fever remedy), 3 weekly *t*, direct.
State of Michigan, Lansing, Mich. (tourist trade), daily *sa*, thru Fred M. Randall Co., Detroit.

WGY, Schenectady

Bosco Co., New York (milk amplifier), daily *sa*, thru Kenyon & Eckhardt Inc., N. Y.
Baker Extract Co., Springfield, Mass., weekly *sp*, thru Wm. B. Remington Co., Springfield.
Lamont, Corliss & Co., New York (Nestles), weekly *sp*, thru Cecil, Warwick & Legler Inc., N. Y.
Popular Brands Inc., New York (dishwashing powder), 4 weekly *sp*, 4 weekly *sa*, thru Tracy-Locke-Dawson Inc., N. Y.
Saltesea Packing Co., Providence (soup), daily *sa*, thru Livermore & Knight, Providence, R. I.
Williamson Candy Co., Chicago (Oh Henry), weekly *sa*, weekly *sp*, thru John H. Durham Co., Chicago.

WIND, Chicago

Histeen Corp., Chicago (hay fever remedy), *ta*, thru Ruthrauff & Ryan Inc., Chicago.
Chicago Roosevelt Steamship Co., Chicago (boat travel), *sp*, thru W. W. Garrison & Co., Chicago.
Albert Dickinson Co., Chicago (livestock feeds), 3 weekly *sp*, placed direct.

KFRC, San Francisco

California Fresh Bartlett Pear Advisory Board, San Francisco (pears), 5 weekly *sa*, thru J. Walter Thompson, San Francisco.
W. A. Sheaffer Pen Co., Chicago (fountain pens), 7 weekly *sa*, thru Russel M. Seeds Co., Chicago.

KHJ, Los Angeles

Haas, Baruch & Co., Los Angeles (Iris Coffee), weekly *sp*, thru Erwin Wasey & Co., Los Angeles.
Ironized Yeast Co., Atlanta, Ga. (yeast tablets), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

KNX, Hollywood

Skinner & Eddy Corp., Seattle (Peter Pan canned salmon), 5 weekly *sp*, thru J. William Sheets, Seattle.
Swift & Co., Vernon, Cal. (Formay), 5 weekly *sp*, thru J. Walter Thompson Co., Los Angeles.

WNEW, New York

Carol Pharmaceutical Co., New Brunswick (Caruso Capsules), 6 weekly *sp*, direct.

Drawn for BROADCASTING by Sid Hix

"No, the Listeners Don't Care How She Dresses, but the Sponsor Likes It."

WFAA-WBAP, Dallas-Ft. Worth

Rit Products Corp., Chicago (Rit), 52 *t*, thru Earle Ludgin Inc., Chicago.
Purity Bakeries Corp., Chicago (Taystee bread), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Lehn & Fink Products Co., New York (Hinds cosmetics), 260 *sp*, thru Wm. Esty & Co. Inc., N. Y.
Penick & Ford Ltd., New York (Brer Rabbit), 102 *ta*, thru J. Walter Thompson Co., N. Y.
Dodge Bros. Corp., New York (trucks), 3 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup Pepsin), 260 *t*, thru Cramer-Krasselt Co., Milwaukee.
Barton Mfg. Co., Chicago (Dyanshine), 20 *sa*, thru Anfenger Adv. Agency, St. Louis.
White King Soap Co., Los Angeles, 65 *t*, thru Barnes-Chase Co., Los Angeles.
Histeen Corp., Chicago (proprietary), 39 *ta*, *sa*, thru Ruthrauff & Ryan Inc., N. Y.
J. A. Folger Co., Kansas City (coffee), 150 *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Carter Medicine Co., New York (liver pills), 260 *ta*, thru Street & Finney Inc., N. Y.
Walker's Austex Chili Co., San Antonio (chili products), 65 *sa*, thru Crook Adv. Agency, Dallas.
Purina Mills, St. Louis, 156 *t*, thru Gardner Adv. Co., St. Louis.
Dr. Salsbury's Laboratories, Charles City, Ia. (proprietary), 65 *ta*, *t*, thru N. A. Winter Adv. Agency, Des Moines.

WMCA, New York

Finlay-Straus Jewelry Co., New York, 13 weekly *sp* and 66 *sa*, thru Schillin Adv. Corp., N. Y.
Barney's Clothes Inc., New York, 13 weekly *sp* and 66 *sa*, thru Alvin Austin Co., N. Y.
Nature Friend Inc., New York (bird food), 13 *sp*, direct.
Rev. F. F. Bosworth, River Forest, Ill. (religious talks), 52 *t*, direct.
Community Opticians Inc., Long Island City, N. Y. 5 weekly *sp*, thru Commonwealth Adv. Agency, Boston.
Grace Donohue Inc., New York (beauty preparations), 13 *sp*, thru Redfield-Johnstone Inc., N. Y.
Consolidated Drug Trade Products Inc., Chicago, 12 weekly *sp*, thru Benson & Dall Inc., Chicago.

WBBM, Chicago

Simmons Co., New York (mattresses), daily *sa*, thru J. Walter Thompson Co., New York.
Chrysler Dealers, Chicago (auto dealers), 3 weekly *sp*, thru Schwimmer & Scott, Chicago.
Philco Co. Dealers, Chicago (radio dealers), weekly *t*, thru Max Enelow, Chicago.
Kosto Co., Chicago (Kosto dessert), daily *sa*, thru Perrin-Paus, Chicago.
Stephano Bros. Philadelphia (Marvel cigarettes), 3 weekly *sp*, thru Aitken-Kynett Co., Philadelphia.

KECA, Los Angeles

W. T. Grant Co., New York (chain store), 3 weekly *t*, thru N. W. Ayer & Son Inc., N. Y.
Lyons Van & Storage Co., Los Angeles, weekly *t*, thru Charles H. Mayne Co., Los Angeles.
Sears Roebuck & Co., Los Angeles (department store), 6 weekly *sa*, thru Dana Jones Co., Los Angeles.

WGN, Chicago

Bauer & Black, Chicago (Velure Hand Lotion), 5 weekly *t*, thru Blackett-Sample-Hummert, Inc., Chicago.
URE Druggist Inc., Chicago (chain drug stores), daily *sa*, thru Jewell F. Stevens Co., Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem and Rel), daily *sa*, thru Joseph Katz Co., Baltimore.

KFOX, Long Beach, Cal.

Central Shoe Co., St. Louis (shoes), 2 weekly *t*, thru Kelly, Stuhlman & Zahrndt Inc., St. Louis.

Radio Advertisers

GAFFERS & SATTLER, Los Angeles stove and refrigerator manufacturers, is including radio in a big fall campaign, being handled by J. H. Withington Co., Architects Bldg., Los Angeles. It has already signed for sponsorship of a Sunday 3 p. m. half-hour show, *30 Minutes in Hollywood*, on the Don Lee Network.

BARTON MFG. Co., St. Louis (Dyanshine liquid shoe polish) has named Anfenger Adv. Agency Inc., St. Louis, to handle its advertising, which includes a spot announcement campaign.

EASTERN WINE Corp., Bronx Terminal Bldg., New York, will include radio in an advertising campaign planned for the New York metropolitan area, New York State and New Jersey, to be handled by Albert Frank-Guenther Law Inc., New York.

E. PRITCHARD Inc., Bridgeton, N. J. (Pride of the Farm catsup, etc.) has appointed Walker & Wadsworth Inc., New York, to handle its advertising, which will include radio. R. M. S. Walker is account executive.

WILLIAM W. LEE & Co., Troy, N. Y. (Save-the-Baby) makes up lists in September, including radio among the media used. Agency is Leighton & Nelson, Schenectady. The annual advertising appropriation is $12,000.

TRUTONOPHONE Inc., New York, has placed its radio account with the newly-formed Klinger Adv. Corp., New York.

HARVEY-WHIPPLE Inc., Springfield, Mass. (Master Kraft oil burners), resumed *Castles of Romance* Sept. 7 at 6:35-6:45 p. m., EDST., over WJZ, New York, and added *Melody and Mystery*, transcribed program, on WBZ-WBZA, Boston, beginning Sept. 7 at 6:35-6:45 p. m., EDST. Postcards featuring the talent of the programs are being furnished to the company's dealers. The agency is Willard G. Myers Adv. Agency, New York.

LELEWER HAT Co., Chicago (retail hat stores) started 100-word announcements twice daily on WCFL, Chicago, Aug. 30. Dade B. Epstein Agency, Chicago, handles the account.

COLGATE-PALMOLIVE-PEET Co., Jersey City started a series of sixty-five 100-word announcements on WGES, Chicago, Sept. 6. Benton & Bowles, Inc., New York is the agency, with the foreign language division of Van Cronkhite Associates, Chicago, handling the announcements.

R. B. SEMLER Inc., New York, (Kreml hair tonic), on Sept. 14 started *Josef Ranald*, hand analyst, on WOR, Newark, Tuesdays and Thursdays, 5:45-6 p. m., EDST. Agency is Erwin, Wasey & Co. Inc., New York.

THOMAS LEEMING & Co. Inc., New York, (Baume Bengue) starts a five weekly series of early morning news broadcasts, Oct. 4 on WABC, New York, 7:55-8 a. m. Wm. Esty & Co. Inc., New York, is the agency.

GLASS CONTAINER ASS'N, New York, sponsoring the *Steinie Bottle Boys* over WEAF, New York, on Sept. 7 renewed the program but changed to Tuesdays and Saturdays, 7:30 p. m., placed thru U. S. Advertising Corp.

VICTOR BREWING Co. on Sept. 1 undertook sponsorship of INS news flashes on WWSW, Pittsburgh, nightly at 10:30, placed through the W. Earl Bothwell Agency. Edward Kreen, former program manager of WHJB, Greensburg, Pa., handles the program.

ON THE LINE—Signing a quarter-million dollar contract with the largest regional network in the United States, J. E. Clancy, vice-president and general manager of Dr. Miles California Co. Los Angeles (left) is shown seated with Lewis Allen Weiss, general manager of the Don Lee Broadcasting System, that city (right), completing arrangements under which the 7 weekly quarter-hour *Alka Seltzer Newspaper of the Air* will be renewed and extended over the entire West Coast network effective September 26. Contract is for 52 weeks. Account is serviced by P. O. Narveson, manager of Associated Advertising Agency, Los Angeles, who is also pictured.

R. R. DAVIS, formerly apparatus advertising manager of Westinghouse, has been appointed assistant to the general advertising manager, S. D. Mahan. He has been with Westinghouse since 1910 and headquarters in Pittsburgh.

C. W. HAMMOND, Oakland, Calif. (financial service), recently returned to the air in a series of broadcasts over KYA, San Francisco. Mr. Hammond has been a commentator for 11 years in the San Francisco Bay area.

CARTER COAL Co., Detroit, has taken the sponsorship of *In the Hermit's Cave*, a WJR, Detroit, serial that has been on the air for more than two years without commercial sponsor. Program has a cast of 20 directed by Charles Penman and three sound men. Agency is Ralph H. Jones, Cincinnati.

SIROIL LABORATORIES Inc., Detroit (drug preparations) on Oct. 5 starts a three-time-weekly 15-minute sponsorship of news over WHK, Cleveland, which may be expanded later in the year if results prove satisfactory. Initial period will run for 26 weeks. Frank V. Martin Inc., Detroit, is the agency.

FRED C. WILLIAMS, formerly of Campbell-Ewald Co. Inc., Detroit, has been appointed assistant advertising manager for the Nash division of Nash-Kelvinator Corp. He will work under A. R. Boscow, the newly appointed director of advertising and merchandising for Nash.

PACKER TAR SOAP Inc., New York, now sponsoring *Thatcher Colt Mysteries* on NBC-Red, will discontinue the series Sept. 26, but will return to the air at a later date. Stack-Goble Advertising Agency, New York, is in charge.

In Baltimore, it's
WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

VERNER'S of California Inc., Hollywood (beverage) has appointed Chas. R. Stuart Inc., Los Angeles agency, to direct its California advertisng and early in September started participation five times weekly in *Fletcher Wiley's Woman's Home Protective League* program on KNX, Hollywood. Charles Levitt is agency executive servicing account.

KOSTO Co., Chicago (Kosto dessert), on Sept. 15 started daily weather reports on WBBM, Chicago, minute announcements thrice weekly on WSPD, Toledo, and minute announcements twice weekly on the Michigan Network. Detail men are covering the 10 cities where the announcements are being made. Perrin-Paus Co., Chicago, is the agency.

CONSOLIDATED EDISON Co. of New York Inc., New York (public utility) has appointed Lord & Thomas, New York, to handle its new radio campaign. A series will be heard over WEAF, starting Sept. 20.

DRI-BRITE Co., St. Louis, is advertising through Louis E. Westheimer & Co., St. Louis.

ALPHA PRODUCTS Co., Denver (proprietary) places advertising through Ball & Davidson Inc., Denver.

PARK LABORATORY Co., San Antonio (Grandma's tea), places advertising through Herald Adv. Agency, San Antonio.

PURITY PRODUCTS, Jersey City (tonic) places advertising through Franklin Bruck Adv. Corp., New York.

GEO. W. CASWELL Co., San Francisco, has appointed Long Adv. Service, San Jose, to service its account.

LOUDEN PACKING Co., Terre Haute (Doggie Dinner) has named McJunkin Adv. Co., Chicago, as its agency.

STERLING BREWERS Inc., Evansville, Ind. (Sterling beer and ale), has placed its business with Ruthrauff & Ryan Inc., Chicago.

CAROLENE PRODUCTS Co., Litchfield, Ill. (Milnut—milk food product), has placed its business with Henri, Hurst & McDonald Inc., Chicago. According to N. J. Pumpian, radio director of the agency, no radio is planned until a market study is made.

BRADLEY KNITTING MILLS, Delavan, Wis. (bathing suits, etc.), has placed its account with Ruthrauff & Ryan Inc., Chicago.

NUNN-BUSH SHOE Corp., Milwaukee, has named Ruthrauff & Ryan Inc., Chicago, to handle advertising.

GALLENKAMP STORES Co., San Francisco on Sept. 26 will extend its radio advertising to Washington and Oregon when its *Professor Puzzlewit* program moves to Sundays at 4 p. m. over four coast NBC-Pacific Red stations, KPO, KOMO, KGW, KFI.

THEY'RE TUNING IN WATL IN ATLANTA

First In Atlanta With The News

EVERY HOUR ON THE HOUR

News Periods Open for Sponsorship

WATL
ATLANTA

WKZO
KALAMAZOO

★

"The Nation's Perfect Test Market"

5 STATES!
108 TOWNS!
545 LETTERS!
545 ORDERS!

Yes sir, 545 bona fide orders were received by a sponsor as a direct result of time used over WKZO.

WKZO can do a real selling job for you!

Write for information.

Representatives: Wilson-Robertson Co.
Chicago—New York—Kansas City

COLEMAN LAMP Co., Los Angeles, to attract consumer interest in its new floor furnace, on Sept. 7 started for three months, daily participation in early morning programs on KNX, KHJ, KFAC, KMTR, and is adding to the list. In addition sponsor has weekly spot announcements on KNX at 5:30 p. m. Concern, to call attention to its liquid fuel appliances, also sponsors a daily quarter hour news broadcast on KGBU, Ketchikan, Alaska. Agency is W. Austin Campbell Co. Inc., Los Angeles.

DAY & NIGHT HEATER Co., Los Angeles (water heaters), on Sept. 7 started for 52 weeks, daily participation in Fletcher Wiley's Sunrise Salute program on KNX, Hollywood. This is being supplemented by day time signal announcements on that station. Sponsor will shortly launch an extensive Pacific Coast radio campaign and list is now being made up. Hixson-O'Donnell Inc., Los Angeles, is the agency.

RCA Mfg. Co., Camden, will start a special campaign for RCA-Victor Overseas Dial radios, promoted in announcements on *Magic Key* broadcasts,, and in publication advertising.

NORTHAMPTON BREWERY Corp., Northampton, Pa. and New York, (Tru-Blu), has appointed Stuart, Ames & James Inc., New York, to direct advertising.

WADHAMS OIL Co., Milwaukee, has contracted for sponsorship of all games of the Green Bay Packers, 1936 pro grid champions, with Russ Winnie at the microphone.

BEST IN THE WEST

1000 watts 1260 kc. **KGVO** Missoula, Montana

Columbia Broadcasting System Affiliate

World Peaceways Using Wide Radio Promotion

WORLD PEACEWAYS Inc., New York, expanded its anti-war series, *We, the Living*, into a full hour broadcast, effective Sept. 5, and is now heard Sundays at 12-1 p. m. on WNYC, New York. The program is produced and directed by Ted Cott, and Dr. J. Max Weiss, director of research for World Peaceways, is master of ceremonies. On the four Sundays preceding Sept. 12, John Nesbitt, speaking from San Francisco, was heard over MBS at 8-8:15 p. m. (EDST) in a program *Pages from the Book of War*, for World Peaceways. Mr. Nesbitt started Sept. 12 with *Passing Parade* for the Duart Co., San Francisco. Sundays at 10:45-11 a. m. on WNEW, New York, World Peaceways' program *World Observer* is broadcast, with a news commentator.

On Sept. 13 at 8-8:30 p. m. EST, a weekly forum on world conditions started on WQXR, New York, conducted by Dr. Weiss, introducing guest speakers, and under auspices of World Peaceways Inc.

W. P. Ainsworth, director of information of the organization, told BROADCASTING that another program will start in October, which he is unable to announce at present.

THREE shows currently heard on the NBC networks are written by Irna Phillips, drama serialist. They are *Road of Life*, Procter & Gamble Co., Cincinnati (Chipso), which started Sept. 10 on NBC-Red; *The Guiding Light* for Procter & Gamble Co. (White Naphtha soap), and *Today's Children*, for Pillsbury Flour Mills Co., Cincinnati.

Schipa From Ship

GOLDBERG ADVERTISING (Australia) Ltd., Australian advertising firm, recently arranged a broadcast of Tito Schipa, world-famous tenor, from the liner *Mariposa* for its clients, De Reszke cigarettes and Matson Steamship Co. Schipa was en route to Australia at the time. A 250 watt transmitter was installed on the *Mariposa*, the concert being picked up and relayed to all commercial stations in New Zealand. As Schipa was unable to give a concert in New Zealand, the program is believed to have attracted more listeners than any broadcast in New Zealand history.

Wasmer Is Reelected

LOUIS WASMER, president of KHQ and KGA, Spokane, was reelected president of the Washington Association of Broadcasters at a meeting Aug. 29. Harry R. Spence, owner of KXRO, Aberdeen, was elected vice-president to fill the vacancy created by the recent death of E. M. Doernbecher, of KVI, Tacoma. Bob Priebe of KRSC, Seattle, was reelected secretary-treasurer, and Kenneth C. Davis, Seattle attorney, was renamed managing director. Carl Haymond of KMO, Tacoma, and T. W. Symons, Jr., of KFPY, Spokane, were renamed trustees. The Association adopted a resolution complimenting the NAB and James W. Baldwin, its managing director, on its recent report on the Society of European Stage Authors & Composers (SESAC).

Look Tests in Gotham

COWLES PUBLISHING Co., Des Moines, Ia. (*Look* magazine), has added to its current test campaign a series of daily half-hour programs on WMCA, New York. Entitled *Stop, Look, Listen*, the program started Sept. 7 for 13 weeks consists of news, weather reports and transcribed music. Schwimmer & Scott, Chicago, is agency.

THREE out of every 100 aspirants who come to NBC, New York, for auditions are found acceptable for network programs.

TRANSCRIPTIONS

SOUND RECORDING Inc., New York, recently reorganized by Eugene L. Bresson, announces the installation of new recording equipment. The main amplifying panel contains eight recording amplifiers with flat characteristics from 30 cycles to 20 kilocycles and each unit is arranged so that the dynamic range of the signal is expanded electronically. In rerecording, for example, the disparity between piano and forte passages is returned to the normal disparity that existed at the microphone at the time of the original recording, thereby making it possible to obtain the effect of the original recording, according to Mr. Bresson. One of the panels in the recording room is equipped with correction networks for equalizing microphones and cutter heads, designed to increase bass response without sacrificing high frequencies and vice versa. Four new dubbing tables have been installed as well as five combination wax and acetate cutting machines. Harold J. Brasson is in charge of recording and Harry S. Holmes has been named director of sales.

PAN-AMERICAN Radio Productions, Hollywood transcription and production concern, which recently opened offices at 6305 Yucca St., that city, has incorporated with Lucio Villegas as president and Rafael Elizalde as vice-president. Concern has started a new daily quarter-hour script series for women, *Hollywood Airmail Letter*, written by Elena De La Torre, which is being serviced to stations in Latin-American countries.

H. R. JACOBS, president of National Radio Adv. Agency Inc., Hollywood transcription program producers, after one year in New York, has returned to his west coast headquarters for a brief stay. He announced establishment of a St. Louis office in the State National Life Bldg., with Ray Stricker in charge.

H. R. EBENSTEIN, president of Atlas Radio Corp. on Sept. 11 left for Denver to attend the Morris Plan Bank convention. Morris Plan has purchased Atlas' *Ports of Call* series for use in certain localities.

NEW, subscribers to Standard Program Library Service are KTKC, KWYO, WGST, WSAR, KDFN, WBBZ.

RADIOAIDS Inc., Hollywood production concern, has moved to new offices at 1041 N. Las Palmas avenue, that city. E. D. Bedell is general manager in charge.

WBS will open new offices in Los Angeles sometime in February.

Mr. Agency Man

there are two stations in New Orleans affiliated with NBC and one with Columbia.

We will wager that WDSU is not the third most popular, favorite, or most listened to in New Orleans.

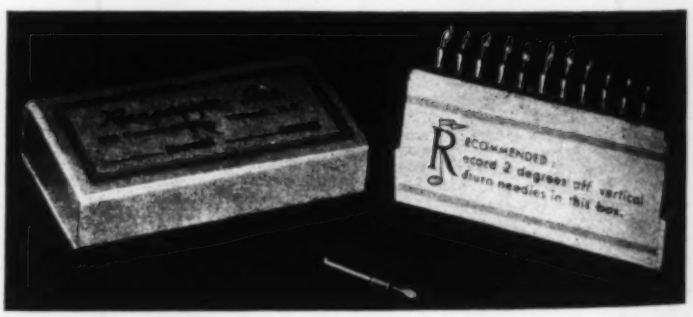
If you want to use better than the third rate station in New Orleans you *must* use WDSU.

For facts and proof call John Blair & Company.

WDSU *INCORPORATED*

New Orleans J. H. Uhalt, President

STELLI DESERVE PROTECTION



New felt protected container (patent applied for) holding 12 STELLI premier acetate recording needles.

International Correspondence Schools, Scranton, Pa.: "We are highly pleased with the groove cut by these stylli . . . We are great boosters for your STELLI."

KFH, Wichita, Kansas: "We find that RANGERTONE cutting needles are the only needles that give absolute satisfaction at our station . . . the cuttings are perfect as far as noise level is concerned."

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

NEXT TIME you want Presto Green Seal Discs in a hurry, order through your nearest Presto representative. He carries a stock of discs to take care of your rush orders. His stock is always fresh . . . completely renewed several times each month.

If there is no nearby representative wire to Presto direct. Your order for any quantity of discs will be on the way within an hour after your wire is received.

These Presto representatives stock Presto discs and needles. They have the latest Presto equipment on hand ready to demonstrate at your request.

ATLANTA, GA. Morris F. Taylor 440 W. Peachtree St. N. W.

BOSTON, MASS. H. Jappe & Co. 46 Cornhill

CHICAGO, ILL. Brook-Forsythe Co. 20 E. Jackson Blvd.

CLEVELAND, O. Ernest P. Scott Sales Co. 1836 Euclid Ave.

DENVER, COLO. R. C. Mulnix 1322 Lincoln St.

DETROIT, MICH. Metropolitan Sound Systems 4631 Alter Rd.

HOLLYWOOD, CALIF. Norman B. Neely 5334 Hollywood Blvd.

INDIANAPOLIS, IND. Van Sickle Radio Inc. 34 W. Ohio St.

KANSAS CITY, MO. Office Appliance Co. 302 Reliance Bldg.

LOUISVILLE, KY. Peerless Sound Equipment Co. 703 S. First St.

PHILADELPHIA, PA. Shryock Radio Co. Penn A. C. Bldg.

PITTSBURGH, PA. Cameradio Co. 963 Liberty Ave.

ROCHESTER, N. Y. George S. Driscoll 199 Brett Rd.

WASHINGTON, D. C. James Moran 1206 18th St. N. W.

PRESTO RECORDING CORPORATION
147 W. 19th ST. N. Y. C.

Studio Notes

WHILE the crack *Top Hatters* orchestra is perched among the girders playing swing music, a delegation of New York and Philadelphia radio executives was to lay the cornerstone for the new KYW building at 1619 Walnut St., Philadelphia, Sept. 14. Included in the the group were to be Leslie Joy, KYW manager; Alfred H. Morton, manager of NBC managed and operated stations; E. H. Gager, Westinghouse plant manager; J. F. M. Proulx, KYW office manager, and James Begley, KYW program manager. Jan Savitt, KYW musical director, was to lead the orchestra.

WIP, Philadelphia, has organized the WIP Dramatic Association to uncover latent talent and is inviting members of amateur dramatic groups to enroll. All phases of microphone technique and radio production will be taught and members will be given a chance to perform on the air.

KOY, Phoenix, has installed a Barton studio organ, which will be ready about Oct. 1. Ralph Waldo Emerson, staff organist of WLS, Chicago sister station, has been engaged as organist for KOY.

SINCE opening its studios in Wilson, N. C., on July 18, WGTM has been host to more than 35,000 persons who have come to witness the broadcasts and inspect the new studios. So heavy was the studio audience that WGTM now has limited its visiting hours to two hours daily.

TWO outdoor shows, staged by WMBD, Peoria, Ill., although only a few days apart, attracted record crowds estimated at 20,000 persons. The first was the annual Police Radio Show, Aug. 27, produced by Brooks Watson, WMBD police announcer and presenting an array of WMBD talent in a one-hour vaudeville offering in connection with the police events. The second event was the annual Juvenile Theater Park show, staged by Milton Budd, WMBD announcer-production man, and presented a score of juvenile artists, none older than 16 years. Newspapers estimated 10,000 to 15,000 persons crowded Glen Oak park the night of Sept. 1 to witness the spectacle.

KFBI, Abilene, Kan., observed its third anniversary by acting as host to listeners at a free watermelon feed held in Salina. Tickets were distributed by merchants. Balloons and other favors were donated.

WLS, Chicago, has been host to even more visitors this summer than in the boom years of the Chicago World's Fair. Aug. 2, set a record, with more than 600 people from 11 states and 1 Canadian province visiting the station that day. A former Chicagoan, now living in Alaska, visiting this country for the first time in 12 years, came the greatest distance. Now a gold miner in the Far North, he reported that the reception of WLS programs in Alaska is clear, especially the early morning programs.

WITH WRDW, Augusta, and WTOC, Savannah, again cooperating, the 1937-38 *Atlanta Journal School of the Air* will resume its new school series on Oct. 18 under the direction of Louis T. Rigdon, founder and director. Some 300,000 Georgia school children participate, with 10 college scholarships and 20 trips to Radio City as prizes for talent discovered in auditions. Educational broadcasts are carried over WSB, Atlanta, and other Georgia stations.

INTERNATIONAL Tuna Angling matches were described by Bob Edge over the Mutual network via Canadian Broadcasting Corp. Sept. 11. The tournament, extending over three days at Wedgeworth, Nova Scotia, was the first held between the British and American anglers for the Alton B. Sharp trophy.

PURLOINED CALF — When Arthur Godfrey (left), conductor of the WJSV *Sun Dial* and formerly on Kelvinator's CBS *Professor Quiz* show, observed his birthday Aug. 31, the Advertising Club of Washington entertained in his honor and presented him with a calf for his nearby farm herd. The presentation was made by Wilmot R. Squiers (right) Ad Club president and advertising director of the Washington Gas Light Co. Godfrey was all elated until he adjourned to his farm that evening to discover that the Ad Club officials had connived to "borrow" one of his own calves.

WCFL, Chicago, relayed a broadcast from HCJB, Quito, Ecuador, at midnight Sept. 3. Arrangements were made by Maynard Marquardt, general manager, and C. W. Jones, an ex-Chicagoan, now managing HCJB, who frequently speak to each other via shortwaves over their amateur stations, W9TP and HCJB. The program consisted of music and singing typical of Ecuador, with announcements being made in English.

NEW STUDIOS of WFMD, Frederick, Md., are nearing completion, occupying the entire third floor of the Frederick Seminary Bldg.

COLORADO'S dictograph scandal was covered by KFEL, Denver. The eight-weeks special grand jury investigation was climaxed Aug. 28, with the indictment of nine prominent men. Within five seconds after the names of the indicated persons were known, Frank Bishop announced them over a microphone set up in the KFEL news room. A telephone line had been kept open to KFEL from just outside the court room. News Editor Wally Reef and Mark Crandall telephoned the information to Bishop, who sat with a telephone receiver clamped on his head, and a microphone in front of him, repeating their story on the air. The jury report, one of the most scathing denunciations of legislative lobbying ever heard in Colorado, was broadcast in this manner.

ATLAS RADIO Corp., New York, announces the sales of its travel series titled *Ports of Call* to the Morris Plan Co., Albany, for use on WOKO, that city.

RALPH NULSEN, chief engineer of WQAM, Miami, has installed the station's shortwave transmitter in the U. S. Weather Bureau office to serve as an emergency link between the bureau and studios in event of line failure during hurricane season.

WMCA, New York, announces that beginning Oct. 1 it is sold out from 6 to 11 p. m. daily. Finlay-Straus Jewelry Co., New York, through Schillin Adv. Agency, New York, will use more time on WMCA than it has ever used before on the air. Barney's Clothes Inc., New York, through Alvin Austin Co., that city, has increased its budget on WMCA by 50%. New accounts include Consolidated Drug Co., Chicago, through Benson & Dahl, Chicago; Community Opticians Inc., Long Island City, N. Y.; Grace Donohue Inc., New York (beauty preparations), through Redfield-Johnstone Inc.; Stagg Laundry Inc., Brooklyn, through Montrose Rosenberg, New York; and Nature Friend Inc., New York (birdfood).

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

READY: WCBD with 5,000 watts —new from microphones to antenna, from the all consuming ashes of an April fire—greater than ever before, our press-agent would say. And we'd agree, modestly.

AMERICANIZATION: A policy long in effect on our stations is to serve also the tremendous foreign population (yes, TWO out of THREE in Chicagoland are of foreign birth or parentage.) We do it sanely, however, running all announcements in English as well —and bringing a better understanding among all nationalities for America. Our "Citizenship School" making Americans by the thousands, is one of our prideful efforts in winning the enduring confidence of these millions.

* * * *

SAFETY: A Junior Safety League is one of our newest WCBD, WGES, WSBC ventures. Youngsters handle the broadcasts and teach traffic and street safety to others. It's clicking in results daily.

* * * * *

IDEA: For reticent street gossipers, WEMP, Milwaukee, has stirred sidewalk interviews to a white heat by giving each person interviewed a candid camera shot of themselves at the WEMP mike. Charles LaFource interviews and Ray Host mans the camera.

* * * *

HELP: A brand new Cord sedan with a powerful public address system aboard is the latest quirk of WCBD. The service of the car is given without charge to public outdoor meetings.

* * * *

NAMES: New contracts on WSBC, WGES, WCBD include special campaigns for Libby, McNeill & Libby, Colgate-Palmolive-Peet Company, Carnation Milk and renewal on Clorox.

* * * *

HATS OFF: To John Elmer who is doing a splendid job as NAB chief!

* * * *

SCOOPS: Two firsts in a week for WCBD—the "Duke's Parson," Reverend R. Anderson Jardine and the great conductor-musician, Johann Strauss.

Gene T. Dyer

Purely PROGRAMS

All News Dramatized

FORMERLY handled as bulletins, news from the *Minneapolis Star* is now being broadcast daily at 1:15 p. m. over WCCO, Minneapolis, in dramatized form. Only the three or four leading news stories are chosen, with Hal Parkes heading a dramatic cast of four and Ed Abbott, WCCO announcing. George Grim of the *Star* promotion department directs the program. *Des Moines Register & Tribune* interests own the newspaper.

NEWS!

hot off the United Press Radio teletype is now regular service to Northern Illinois and Southern Wisconsin listeners

WROK

ROCKFORD, ILL.
1410 K. C.
1000-500 Watts

Executive Airings

NATIONALLY KNOWN celebrities will be presented weekly over WJJD starting Sept. 24 when broadcasts from the Executives Club of Chicago will be "picked up" every Friday afternoon from 1 to 1:45. Guest speakers last year who were on the program included Silas Strawn, Mrs. Martin Johnson, Lynn Waldorf and Dr. Glenn Frank.

* * *

Twin Time

WOWO, Fort Wayne, broadcast Aug. 29 the convention of the National Twin Association. More than 3000 twins convened, 600 of which came from the City of Fort Wayne. J. A. Becker, WOWO special event announcer, took charge.

* * *

New News Notion

WITH late dialers in mind, Jose Rodriquez, news editor of KFI-KECA, Los Angeles, has newscaster Pat Campbell read the headlines of all items before and after flashes are broadcast on the 35 weekly news programs of the two stations.

* * *

"Tots and Tunes"

A POPULAR sustainer on WNLC, New London, Conn., features children as announcers of recorded shows, recordings being chosen to appeal to juvenile audience. It is titled *Tots and Tunes*.

MOTHER NATURE DECLARES AN "EXTRA"

BANK OF NATIONAL PROSPERITY

★ Dividend Check ★

PAY TO *All Advertisers* $__

Bumper Crops and a Prosperity Market

Representing 100% Crop Dividend in Iowa, Nebraska, Missouri & Kansas

Earl E. May
President, Radio Station KMA

THE GRAIN BELT IS "IN THE MONEY"!

SMART ADVERTISERS are already cashing in on Nature's Dividend. How? By using KMA! Why? Because KMA is "just home folks" to 520,500 Radio Families in the very heart of America's No. 1 Farm Market.

Share this harvest of ready sales and profits! Let KMA tell *your* story to these homes—folks you KNOW have MILLIONS TO SPEND.

The Earl May Station KMA *Shenandoah, Iowa*

Represented by: Wilson-Robertson—New York, Chicago, Kansas City

Autumn Announcements

B. R. BAKER Co., Cleveland store for men, conducted a survey of alumni in the city to determine the largest groups of collegians and erstwhile collegians actively engaged in living there. Then came a survey of non-collegians, to find their preferences as to colleges. From the findings the company prepared a series of one minute announcements on WGAR. Each announcement opens with a band-played college song—selected from among the "most popular" college list. Music is faded after 30 seconds and a brief announcement, aimed at past and present collegians, is presented. Results have been good. Fits the football season well.

* * *

Alibi Airings

A LITTLE out-of-the-ordinary is *Alibi Airings*, new weekly feature on KDAL, Duluth. With Sgt. Roy Erlandson of the police traffic bureau playing himself, *Alibi Airings* literally re-creates scenes from the day's business in the traffic bureau where violators come to dispose of "yellow tags". Program was started by KDAL because actual traffic court broadcasts are not possible. *Alibi Airings* is proving an entertaining way of selling traffic safety messages. Started last week in August, program ties in with statewide campaign to "Make September the Safest Month".

* * *

As the Whip Cracked

AS THE ferris wheel turned and the "whip" cracked, WHEC, Rochester, N. Y., broadcast the recent carnival held by the local American Legion. Harry LeBrun and Ken French, WHEC announcers, clung to their pack transmitters and tried to yell out descriptions as the cars scooted around the corners. Engineers Maurice Clarke, Bob Campbell and Perry Esten handled the technical problems and the listeners got a big thrill out of it, according to WHEC.

* * *

Advice to Parents

ADVICE to parents is the purpose of *The Parents Club of the Air*, a Tuesday afternoon series on WOR, Newark. Alice Falgliesh, children's books editor of *Parents Magazine*, recently discussed books for children and the problem of selecting appropriate reading matter for growing children. It fills a real social need, says WOR.

* * *

Stars at Home

FROM the homes of movie stars KMPC, Beverly Hills, Cal., broadcasts a Sunday afternoon interview series called *Stars at Home* during which Van Newkirk, program director, talks with the stars and describes their homes. Movie fans love it, according to KMPC.

DOG DOINGS—The man with the mike is WGAR Announcer Bob Kelly, interviewing the two winners of the Cleveland Press Pooch Parade. The St. Bernard was adjudged "largest pooch" and the little lady holds "Pint Size", Mexican pooch and winner of "smallest pooch" title.

Spelling Lessons

BARNEY'S CLOTHES Inc., New York, will start Sept. 20 a program to be heard for 13 weeks on WMCA, New York, Monday through Friday at 9-9:30 p. m. (EDST), and at 9:30-10 p. m. (EDST) on Saturday. To be called *You Don't Say*, the program will be dedicated each night to a different community in metropolitan New York, members of which will be invited to attend. Sid Walton, conductor, will spell a word to the studio audience and require some individual to pronounce it and give the meaning. Prizes, as yet unspecified, will be given to the winner each night. On Saturdays the week's winners will congregate and compete for the weekly prize. At the end of the 13-week period the weekly winners will again compete in a final elimination contest for the grand prize. The agency is Alvin Austin Co., New York.

* * *

Safety Campaign

AN INTENSIVE automobile safety campaign has been launched over WMC, Memphis, in cooperation with local authorities. Constituting a four-ply effort, the series includes addresses by police officials, a series of dramatizations with safety as the theme and featuring a character called *The Old Observer*, special programs on safety drives, and a weekly portable shortwave broadcast from WMC's mobile unit patrolling the streets with a traffic officer and an announcer who comment on the safety habits of drivers.

* * *

How It Works

WEEKLY talks on *Our Federal Government—How It Works* are broadcast on WMCA, New York. Originating in Washington, D. C., the series will include bureau and department heads who will explain the various functions of the government. A real social service, says WMCA.

* * *

Things to Do

AS AN AID to weekenders, KJBS, San Francisco, is broadcasting a new late summer feature, entitled: *Where to Go and What to Do This Week-End*, Wednesdays at 5:45 p. m., with Producer Harry Wickersham at the microphone.

Walter Biddick Co.

RADIO STATION REPRESENTATIVES

LOS ANGELES · SEATTLE · SAN FRANCISCO

Firestone's Plowing

FIRESTONE TIRE & RUBBER Co., Akron, sponsored a recent plowing contest held at Plainfield, Ill. and broadcast over WLS, Chicago from 9:30-10 a. m.; 1:45-2 p. m. and 2:15-3 p. m. The occasion was the 60th anniversary of a plowing match inaugurated in 1877. According to the rules of the contest, "good plowing consists of turning the soil into nice, even, clean and straight furrows of roundish formation." John Baker manned the mike for the special broadcast. Sweeney & James Co., Cleveland, is agency.

* * *

Quarter Profit

DISPROVING that everyone wants something for nothing, WSAU, Wausau, Wis., tried to sell dollar bills for 75c during a recent man-on-street broadcast. According to Bill McClanahan, publicity director of WSAU, a big crowd gathered and after being told that the bills were fresh from the bank and guaranteed by the United States government one timid little man edged up and plunked down 75c for a dollar. The crowd thought he was a sucker but they all had fun.

* * *

Skyline Comments

THE *Microphone in the Sky*, interviews with visitors to the observatory on top of the Empire State Bldg., New York, started recently as a sustainer on MBS. Formerly heard on WNEW, the program is conducted by Earl Harper and Mrs. Julia Chandler, managing director of the observatory. Each interview is centered about a "question of the day." Questions are submitted by listeners, and for each one used on the program, two passes are awarded.

* * *

Aid for Ladies

ON KLZ, Denver, *Journeys Behind the News*, designed to clarify the mysteries of national and world situations, is said to have built a big following in its first few weeks. Ben M. Cherrington, of Denver U, conducts the period. Another new program, *Ladies Aide*, is broadcast week mornings with Brian Elliott and Les Weelans answering questions fired at them by the studio audience.

Praise for Program

HAAS BARUCH & Co., Los Angeles, (Iris foods), on Sept. 12, thru Erwin, Wasey & Co., that city, started for 26 weeks sponsorship of Hal Styles' *Help Thy Neighbor* on KHJ, Los Angeles. The program has been highly commended by federal, state and city officials, as well as social service organizations, has been a sustaining feature on the Los Angeles station for several months and since January has been instrumental in securing employment for more than 2,000 job-seekers and in taking off county relief over 360 families.

Arkansas on Parade

KARK, Little Rock, offered the first in a new series of programs Aug. 29 titled *Arkansas on Parade*, aimed at familiarizing KARK listeners with the various localities in Arkansas. Each Sunday a different section of the State sponsors the broadcast under the supervision of the local Chamber of Commerce, using home town talent and brief talks of interest to the general public about the locality.

* * *

"Welcome, Stranger"

PRESIDED over by Mayor Ben E. Douglas, of Charlotte, WBT this month inaugurated a *Welcome, Stranger* program. Newcomers to Charlotte gather in the studio and are greeted over the air by the Mayor who stresses the city's friendly atmosphere. Other city officials also are on hand to extend greetings. Program is broadcast each Monday night for 15 minutes.

* * *

Gush-by-Gush

A GUSH-BY-GUSH description of a watermelon eating contest between four negroes on main street is the newest stunt innovation of WBT, Charlotte. With Grady Cole at the microphone, the program ran for 15 of the funniest minutes on record, according to the station.

At the Altar

AN UNUSUAL new program has been scheduled by WJAY, Cleveland (which is to become WCLE Sept. 26). It's titled *Marriage License Romances*, a 15-minute program of interviews with young brides-and-grooms-to-be. Louis Jewelry Co., Cleveland, sponsors of the show, Mondays, 1-1:15 p. m. Leslie Marcus, of Jay & Company, Detroit, agency handling the account, is building the show. Marriage license applicants will be quizzed on their plans, hopes, ambitions, and romances.

* * *

"Foolish Questions"

THOMAS J. WEBB Co., Chicago (coffee), is giving listeners to their *Foolish Questions* program on WAAF, Chicago, a book of magic stunts with complete information on how to perform them. Program, broadcast Mondays through Friday, 10:30-10:45 a. m., features Bob Hawk, who asks foolish questions of passersby on State St. in the heart of Chicago's Loop. George H. Hartman Co., Chicago, is the agency.

* * *

New News

THE prosaic title "news" is taboo on KSFO, San Francisco. It's "Streamlined Headlines". Using United Press dispatches, the news is cut to the bone, with crime and violent deaths relegated to the "back page" and with human interest material featured.

* * *

Great Men

THE radio department of the WPA is broadcasting a series titled *Great Men in History* on WBNX, New York, consisting of dramatized biographies of prominent Americans. The series opened Aug. 28 with the life of Haym Salomon, the Jewish financier and friend of Washington who devoted a large part of his personal fortune to the Revolutionary War.

* * *

Children's Feature

A NEW children's feature recently begun over WAAF, Chicago, is Gray Wolf's Ti-pi. In addition to telling legends about the Indians, Gray Wolf also sings real American Indian songs. Youngsters can join the tribe of Gray Wolf by writing the chieftain.

A SHOW
for
CHILDREN

★

"ROBINSON CRUSOE, Jr."

★

Featuring
TOP-NOTCH STARS

★

Suitable for MILK, ICE CREAM, BREAD, COAL and other Companies who reach the Parent through the Child!

★

39 EPISODES . . .
15 MINUTES EACH

Also
OPTICAL - LOAN
GENERAL INSURANCE
FURNITURE
SEARS-ROEBUCK

★

5 MIN. ENTERTAINING DRAMATIZATIONS
Custom - built to sell the customer's product

ONE-HALF MINUTE DRAMATIZED SPOTS

★

52 Optical Subjects . . .
68 Jewelry Subjects

COMING SOON!
A Real Hit Show
? ? ? ?
26 Episodes
15 Minutes Each
A "Transcribed" Show
For Everyone!

Transcribed Radio Shows, Inc.
2 West 47th St.
NEW YORK N. Y.

18 Hours a Day — 5,000 Watts, Day & Night

LA PRESSE'S

CKAC

Member C.B.S.
MONTREAL
Canada's Busiest Station

Representatives: Joseph H. McGillvra

Palmolive Bldg. CHICAGO — 366 Madison Ave. NEW YORK — Metropolitan Bldg. TORONTO

Agencies

H. C. VOGEL, formerly of the Freeze-Vogel-Crawford Agency, Milwaukee, and for several years on the NBC sales staff, has been appointed head of the radio department of Beaumont & Hohman, Chicago.

ALBERT DAHLQUIST who has been free-lancing in the East, has joined the continuity staff of Selvlair Broadcasting System Inc., Chicago.

DONALD D. STAUFFER, who joined Young & Rubicam Inc., New York, in 1933 as manager of the radio department, has been elected a vice-president of the agency, and will be assisted by Hubbell Robinson Jr. He was formerly with BBDO, New York.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

JACK MATHAE, announcer of WBBM, Chicago, has joined Blackett-Sample-Hummert Inc., Chicago, as production man for General Mills' *Betty & Bob* program which is on both CBS and transcriptions. Dick Lawrence, WGN announcer and production director, has succeeded Mr. Mathae at WBBM.

ROSE HANDLEMAN, with Ruthrauff & Ryan Inc., Chicago for three years, is now writing commercial copy for Selvlair Broadcasting System Inc., Chicago.

DONALD COPE, New York production director of Benton & Bowles Inc., has been appointed the agency's Hollywood production supervisor and arrived on the West Coast Sept. 6 accompanied by Tom Revere, director of radio, who will remain several weeks. Mr. Cope, along with his other duties, has taken over those of Herschel Williams, production director of the NBC *Maxwell House Show Boat*, who is on a leave of absence on doctor's orders, and has returned to New York. Mr. Cope was NBC western division production manager before joining Benton & Bowles in 1935.

BEN LARSON, New York producer of Ruthrauff & Ryan Inc., has joined the agency's Hollywood production staff working under Tiny Ruffner, West Coast manager.

LANG, FISHER & KIRK Inc., Cleveland agency, on Sept. 9 announced the appointment of Fred P. Stashower as vice-president in charge of merchandising and marketing. Mr. Stashower has resigned from Wm. Taylor Son & Co., Cleveland department store, where he had been advertising and sales promotion manager for 11 years.

JAMES O'BRYON, of CBS Press department, has joined Young & Rubicam Inc., New York, as assistant to William Thomas, radio publicity director.

Max Hacker

MAX HACKER, head of the media department of Pedlar & Ryan Inc., New York, for the past three and a half years, died Sept. 6 of a heart attack after teeing off at the St. Andrews Golf Course, Mt. Hope, N. Y. Mr. Hacker was 45 years old, and is survived by his wife and three children. Before joining Pedlar & Ryan Inc., Mr. Hacker had been office manager and comptroller of the Blackman Co.; office manager and space buyer of the Snodgrass & Gayness, New York agency now defunct; office manager of N. W. Ayer & Son Inc., New York; and statistician for O'Mara & Ormsbee. He wrote a booklet, *The Farm Market*, and developed a system of advertising agency cost accounting. Mr. Hacker was born in Brooklyn, attended the Manual Training High School and the College of the City of New York.

JOSEPH T. AINLEY, radio director of the Leo Burnett Agency, Chicago, since it was founded in August 1935, has resigned to accept a similar position with Aubrey, Moore & Wallace Inc., Chicago. Mr. Ainley is now producing the Campana *First Nighter* show and the new Campana *Variety* show which starts Sept. 20. J. H. North continues as radio and space buyer of the agency. No successor at Leo Burnett has been appointed.

RICHARD D. MARVIN, radio director of J. Walter Thompson Co., Chicago, is starting his third year as radio instructor at the McKinlock Campus of Northwestern U. Albert Crews, of the Northwestern faculty, conducts broadcasting classes in the Evanston and Chicago divisions.

BLACKETT-SAMPLE - HUMMERT Inc., Chicago, will shortly take over the entire second floor at 221 N. La Salle St. for use as a radio production department. Complete studios are now being built. This is the fifth floor to be occupied by the B-S-H agency and the increased space is said to give the firm the largest radio quarters of any agency.

BASIL LOUGHRANE, radio director of Lord & Thomas, Chicago, has composed a song, "Lovely You," together with Allen Grant, NBC staff pianist and Roy Brower, NBC singer. The song was given a premiere on the NBC *Aunt Jemima* broadcast September 14.

H. N. SWANSON Inc., Hollywood talent agency and representative, has moved into its own building at 8523 Sunset Blvd., Beverly Hills, Cal., and is enlarging its radio department under direction of Nat Wolff.

Kivlan New Radio Chief Of Geo. H. Hartman Co.

Mr. Kivlan

TOM KIVLAN with the sales staff of WBBM, Chicago, since 1932, who joined the George H. Hartman Co., Chicago advertising agency on Sept. 1, has been appointed radio director. George H. Hartman, president, announced plans to specialize in use of radio for promoting food and grocery items.

A specially acoustically treated broadcasting studio and a client's audition room with electrical transcription facilities is being constructed at the agency's offices, 307 N. Michigan Ave. The studio will be used for rehearsals and auditions and as an experimental laboratory for the development of new radio program and merchandising ideas.

Known as the "box top" salesman, Mr. Kivlan comes to the Hartman agency with more than 20 years experience in selling advertising media. Throughout his five years in radio he has built programs around merchandising and sales ideas, rather than fitting copy to stock productions.

WM. N. SCHEER ADV. AGENCY, Newark, has appointed Robert J. Walsh as program director. Mr. Walsh is a former announcer recently with WNEW and has held a radio operator's license since 1930, having been with a number of metropolitan stations in a technical capacity.

MILTON WEINBERG, president of Milton Weinberg Adv. Co., Los Angeles, leaves for New York Sept. 20 to make final arrangements for a new sponsored transcontinental program to originate from Hollywood. Name of sponsor was not revealed.

HERBERT T. HAND, Jr., formerly with BBDO and Ruthrauff & Ryan Inc., New York, has joined H. B. Humphrey Co., Boston agency.

JAMES W. FUSON Jr. has been named radio director of Watts, Payne Adv. Inc., Tulsa.

SAM RUBIN, of Bass-Luckoff, Detroit advertising agency, has been named head of its radio department.

R. E. JEFFERS, formerly with B. F. Goodrich Co., has joined Russel M. Seeds Co., Chicago, as account executive.

GEORGE BIJUR Inc., New York agency, has been named by Robert A. Schmidt, advertising and promotion manager of Mutual Broadcasting System, to handle the account for that network. Mr. Bijur is former sales promotion manager of CBS and after that was vice-president of Fletcher & Ellis Inc.

H. G. LITTLE, manager of the Dayton office of Lord & Thomas, has been elected a vice-president and is now headquartered in Chicago.

MURRAY BREESE ASSOCIATES Inc., New York, has moved to 12 E. 41st St.

A STORY . . .

that makes more listeners for KVI advertisers: KVI opens Pacific Coast's most modern studios in famed Olympic Hotel, Seattle!

WELL TOLD . . .

by large multi-colored advertisements in Seattle and Tacoma newspapers; 24-sheet out-door posters; highway bulletins; direct mail; lively spot advertising on KVI.

MORAL . . .

KVI gives advertisers TWO MARKETS FOR THE PRICE OF ONE . . . Seattle and Tacoma!

FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES
Studios:
Rust Bldg., Tacoma — Olympic Hotel, Seattle

DOLLARS
AND
SENSE!

A common-sense program policy has brought to WSOC thousands of common-sense listeners. A healthy percentage of each dollar they earn (and they earn many) is spent for products advertised over "The Friendly Station." Join us and profit.

WSOC Charlotte, N.C.
an NBC Affiliate

KFPY—Spokane
KGIR—Butte
KPFA—Helena
KRSC—Seattle
KXL—Portland

Five favorite stations available with a single contract.

Lunke Opens in Chicago; Air Conditioning Series Includes Spots, Network

JAMES R. LUNKE, head of the Seattle advertising agency bearing his name, has opened a Chicago office in the Palmolive Bldg. Although Mr. Lunke will headquarter in Chicago, he will continue the Seattle office. The agency which in the past has placed the West Coast radio business of Chicago Engineering Works (Refrigeration & Air Conditioning Institute), will now handle the entire radio business of the air-conditioning firm, with Critchfield & Co., Chicago, handling black and white advertising.

Mr. Lunke

A split NBC network is planned on being used this winter. Programs varying from thrice-weekly minute transcriptions to quarter-hour programs are being used on 56 stations during September. The transcribed program, *Modern Miracles*, is being incorporated in all the shows. The following stations are currently being used:

WGN WMAQ WCCO WSB WAGA WGY WHAM WKBW WIBX WNBF WJR WWJ KMOX KMA KWTO WKY KMBC WREN KFH WMC KTUL KWBG WFAA KWKH KTRH WOAI KRLD KTSM KNX KFRC KGO KFBK KMJ KIEM KLX KHQ KIDO KJR KVI KIRO KOIN KOA KLZ KGNC KGGM and KSL.

In Canada, one-minute transcriptions five times weekly are being used on CKBI with five-minute transcriptions broadcast one and two times weekly on the following Canadian stations: CFCN, CFQC, CFRN, CKWX, CFCY, CHNS, CFRB, CFSO and CKOV.

WILSON-ROBERTSON START OWN FIRMS

WITH the dissolution of Wilson-Robertson Inc., Graham A. Robertson, New York manager, will organize his own representative firm while Howard H. Wilson, Chicago manager, forms a new firm to be known as Howard H. Wilson Co. Mr. Robertson will probably maintain his present offices at 250 Park Ave., while the Wilson company opens new offices in New York at 551 Fifth Ave.

Succeeding Mr. Robertson in New York is Horace Hagedorn, head of his own firm, whose list of stations is being added to those retained by Wilson.

No changes are being made in the Chicago and Kansas City offices. Mr. Wilson, president of the firm and owner of 99% of the stock, will continue to make his headquarters in Chicago, with R. G. Patterson remaining in charge of the Kansas City branch. A fourth office, in Los Angeles, will be opened after the first of the year.

Recently added to the Chicago sales staff is William Pugh, formerly with United Artists in Los Angeles and previous to that part owner of the *West Coast Investor*, Los Angeles financial magazine.

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE
You Can Get A Share of East Texas
by Appointing us Your Spokesman
KFRO
"Voice of Longview" - TEXAS

Reps

BRANHAM Co. has been appointed national representatives of WMC, Memphis. WMC is the sixth station, all newspaper-owned, being represented by the Branham Co., the others being KRLD, WTJS, KBIX, KTBS, KWKH.

WMPS, Memphis, has retained E. Katz Special Adv. Agency as its national representative.

BRYANT, GRIFFITH & BRUNSON, newspaper and radio representatives, are now representing WAIR, Winston-Salem, N. C., and WGTM, Wilson, N. C., new locals.

JOHN BLAIR & Co. has been appointed national representative of WGBI, Scranton, Pa., it was announced Sept. 8 by Frank Megargee, president of the station. WGBI recently became a CBS outlet.

JOSEPH HERSHEY McGILLVRA has been appointed national representative of KXBY, Kansas City.

KAY BECKMAN, formerly of WHO, KSO and KRNT, Des Moines, and WCFL, Chicago, has joined the Chicago office of John Blair & Co., radio representatives.

WOWO-WGL Name F&P

APPOINTMENT of Free & Peters as exclusive national representatives of WOWO and WGL, Fort Wayne, Ind., was announced Sept. 1 by Westinghouse Radio Stations Inc., operating the stations. Both stations are NBC outlets.

Rintoul Joins Katz

Mr. Rintoul

STEPHEN R. RINTOUL, who resigned as station relations manager of World Broadcasting System last Jan. 1 to organize Rintoul-Stiepok Inc., on Sept. 15 joins the New York radio staff of E. Katz Special Advertising Agency, radio and newspaper representatives. Mr. Rintoul, a veteran in the spot radio field, announced that Rintoul-Stiepock Inc. will be dissolved. The firm specialized in merchandising and promotion.

Coveny Joins Blair

DIVIDING its West Coast operations, John Blair & Co. has opened a Los Angeles office in the Chamber of Commerce Bldg., with Carleton E. Coveny in charge. He will work under Lindsay Spight, who headquarters in San Francisco. Mr. Coveny was recently with KFAC, Los Angeles, and formerly was commercial manager of KJBS, San Francisco, and its associate KQW, San Jose. He is well known in western advertising circles, having been active in the Pacific Advertising Clubs Association and having served as a director of the San Francisco Advertising Club last year.

Mr. Coveny

ACCLAIMED!

Hundreds of messages are being received from all over the northwest—acclaiming the wider reception and greater power of KGW . . . the "Big Brother" of the Oregonian stations.

The new 625-foot vertical antenna recently erected by KGW, has made for towering results. For the sales coverage of your product, make use of the Oregonian stations.

KGW
OREGONIAN
KEX

KGW-KEX
The Radio Stations of The Oregonian are represented nationally by
EDWARD PETRY & CO., INC.
New York Chicago Detroit San Francisco

LOOK Who's Here!

Broadcasting, like men, is judged by the company it keeps. Here's just a partial list of the "fast company" in which we will find ourselves by October 1. "Partial" is used without reservation, because there are many more associates which we regret space does not permit our listing:

American Oil Co.
Blatz Brewing Co.
Chevrolet Motor Co.
Continental Baking Co. (C.B.S.)
Duquesne Brewing Co.
Ford Motor Co. (C.B.S.)
General Baking Co.
Graham Motor Co.
Gulf Refining Co. (C.B.S.)
Hudson & Terraplane
HyGrade Packing Co.
Ivory Soap
Lucky Strikes (C.B.S.)
McKenzie Milling Co.
Oxydol
Pet Milk (C.B.S.)
Philco
Philip Morris Cigarettes (C.B.S.)
Pittsburgh Sun-Telegraph
Rinso (C.B.S.)
Rival Dog Food
San Felice Cigars
Spry (C.B.S.)
Stewart Warner
Texaco
Wrigley's (C.B.S.)

And, as proof of local prestige, we serve Wheeling's four department stores.

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

KFWB's Charity Tax

A CHARITY tax on broadcast tickets to all audience shows at KFWB, Hollywood, is now being imposed by Harry Maizlich, manager. Full proceeds will go to the Los Angeles Children's Breakfast Club, to provide warm meals for school children of indigent families. Mr. Maizlich has proposed that NBC, CBS, Mutual, Don Lee, and other stations in the Los Angeles area adopt the same procedure. If generally adopted ticket receipts will amount annually to more than $50,000. When the new NBC and CBS Hollywood studios are opened, with their proposed large auditoriums, the sum would be twice that figure, it is said.

53.1%

of radios on in North Iowa between 10:30 and 11:30 a. m. on August 31 to September 4, inclusive, were

Listening to

KGLO

MASON CITY

CBS Affiliate

7½ Hours of Golf

SEVEN days, during which they spent 7½ hours at the mike, constituted something of a record for the crew handling the National Amateur Golf Tournament play-by-play over CBS in latter August from Portland, Ore. Ted Husing and Jimmy Dolan handled the descriptive, with Sid Bergers, CBS engineer in charge of technical phases, reporting that the pickups were the best yet from a golf links. Assisting him were Harold Peery, CBS engineer, and Chief Engineer Louis Bookwalter and Engineer Earl Donham, of KOIN, Portland. Paul White, CBS director of public events, supervised arrangements.

Wisconsin Net Starts

ALTHOUGH its first commercial account started Sept. 1, formal dedication of the new Wisconsin Broadcasting System, a cooperative network of three stations, took place Sept. 10 with programs picked up from the studios of each of the stations—WHBY's studios in Green Bay, Appleton and Oshkosh; WIBU's studios in Poynette, Madison and Beaver Dam; KFIZ's studios in Fond du Lac. Six hours daily of sustaining programs are now being exchanged. The first account signed was Siems Bros. Inc., St. Paul (Malt-O-Wheat), using daily 8 a. m. period.

Heads 3 Stations' Sales

Mr. Denny

CHARLES DENNY, manager of WJTN, Jamestown, N. Y., and WNBX, Springfield, Vt., was transferred to Syracuse this month to become director of sales of WSYR and at the same time will direct the sales activities of the other two stations. He succeeded William Lane, who resigned from the WSYR staff to open his own advertising agency in Syracuse. All three stations are controlled by Col. Harry C. Wilder, of Syracuse. Basil Blizzard, former WSYR advertising manager, now heads WJTN, and Phil Hoffman, formerly with the Iowa Network, is now manager of WNBX.

Laborlite Opens Markets

LABORLITE SALES Co., Portland, Ore. (cleanser) is using radio to develop dealer-consumer distribution in Northern California. Although the product has been on the market for eight years in Oregon, Washington, Idaho and Montana, it is new to California. Through Allied Adv. Agency Inc., San Francisco, the company has started a campaign over KSFO, KFBK and KMJ and in newspapers. All requests for the product received at grocery stores not stocked with the cleanser are sent a sample direct by the manufacturer.

Banfi To Use News

BANFI Corp., New York, United States agent for Montecatini salts, natural laxative salts from Montecatini Spa, Italy, has appointed C. Tyler Kelsey Co. Inc., New York, to direct advertising. About Oct. 1 the company will launch a radio campaign, beginning with participation in established news programs on stations in the eastern cities. Lee Brown is account executive.

J. B. Ford on CBS

J. B. FORD Co., Wyandotte, Mich., Wyandotte cleaning products, on Sept. 14 started *Petticoat of the Air*, featuring Isabel Manning Hewson, commentator, on 13 CBS stations. The program will be heard Tuesdays and Thursdays at 2-2:15 p. m. The agency in charge is N. W. Ayer & Son Inc., Philadelphia.

"Baby" Television Sets Are Displayed in London

"BABY" television receiving sets, priced as low as $178 to $200, showing black and white pictures on 6¼ x 7¾-inch screens, were demonstrated for the first time at London's annual radio show at Olympia in latter August, indicating that production methods are bringing prices down from the $350 to $600 cost of the original televisors offered on the market. Large-screen sets showing high definition television, 16 x 20 inches on flat screens, were also displayed, on which the press viewed faithful reproductions of the entire playing court at the recent Wimbledon tennis matches. It was said that a three-foot square picture was obtainable by the use of a large screen placed at a greater distance in front of the projection tube.

Nelson on 15 Stations

NELSON BROS. FURNITURE WAREHOUSE, Chicago, (Furniture stores), which will shortly open a new store in Peoria, Ill., has already launched an extensive campaign over WMBD, Peoria, with other stations in the Peoria territory to be added later. Three quarter-hour programs daily and a weekly half-hour program started on WMBD Sept. 9. The furniture firm is also one of the first advertisers on WHIP, new Hammond 5,000 watt station which will open about Oct. 1. A half-hour weekly community sing program will start soon on WLS. Fifty-two week renewals were signed in September with the following stations: WBBM, WGN, WCFL, WJJD, WIND, WAAF, WCRW, WWAE, WCBD, WGES, WTMJ and WEMP. Selviair Broadcasting System Inc., Chicago, is agency.

New Campana Program

CAMPANA SALES Corp., Batavia, Ill. (Italian Balm), will launch a weekly half-hour musical variety show on a 29 station NBC-Blue network starting Sept. 20 and this is called *Campana's Vanity Fair*. It is an addition to the regular *First Nighter* dramas sponsored weekly over NBC Friday nights. Starring in the new variety show, which will originate in Chicago Mondays, 7:30 p. m. (CDST) is Cal Tinney, cowboy-humorist whose style is somewhat similar to that of Will Rogers. Bob Trendler's orchestra will be used on the initial program. Aubrey, Moore & Wallace Inc., Chicago, is the agency.

Coca-Cola Extends

COCA-COLA Co., Atlanta, which signed originally for 91 stations for its new show, *Coca-Cola Presents the Songshop*, Fridays at 10-10:45 p. m., EDST, starting Sept. 10, has extended the number of stations to 95. KMBC, Kansas City, will be dropped while those added are KDAL, Duluth; KFBB, Great Falls; KGVO, Missoula; KGLO, Mason City; and KOH, Reno. Agency is D'Arcy Adv. Co., St. Louis.

WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

A BUSINESS HIGHSPOT

Business is GOOD in Roanoke and surrounding territory, according to numerous authentic sources.

Payrolls have been increased. Crops are unusually good. People have *more money to spend.*

Be wise! Reach the prosperous Roanoke and Southwest Virginia markets **by using WDBJ.**

Representatives
CHICAGO Sears & Ayer
NEW YORK Craig & Hollingbery

WDBJ *in the heart of a great* TRADING AREA
ROANOKE, VIRGINIA
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

Results COUNT MOST
WTAG
by actual survey the most popular station in WORCESTER
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

PREFERRED in WICHITA and its TRADE TERRITORY
K-A-N-S
WICHITA, KANSAS

WHK CLEVELAND

★

Pioneer Radio Station in Ohio Joins the Great Blue Network September 26th

HERE'S a pioneer salesman and entertainer holding immense audiences in the country's 6th city. Established in 1921, Station WHK has won and held a vast daily audience by the most adroit type of showmanship. It carries more local sustaining and local commercial hours than any other network station in Cleveland. For advertisers and listeners—WHK's addition is another real improvement in Blue Network service.

NATIONAL BROADCASTING COMPANY

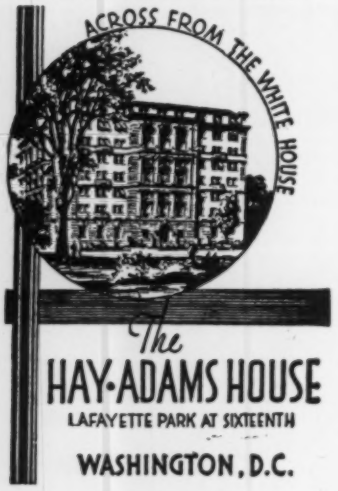
A RADIO CORPORATION OF AMERICA SERVICE

IN WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from $3.00
Double from $4.50
Completely Air-Conditioned



The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.

KELLOGG PRIZE — John Bradford (left) Kellogg representative, and Henry Vance, sports announcer of WSGN, Birmingham, standing with a new auto, one of the prizes in the Kellogg Ladies Day at the local baseball park. Corn flake slogans written on box tops were submitted by contestants.

Man on Lot

KSD, St. Louis, has a *Man on the Lot* program, twice weekly, during which Tom Reid broadcasts from a local auto dealers used car lot. Autobiographical sketches of the firm's salesmen, prospects and persons at the broadcasts are given. Frequently cars are demonstrated within range of the microphone, salesmen starting the motor, racing it, honking the horn and adding a few special selling points.

From the Farm

AT 10 minutes to 6 in the morning, Station Manager Clair B. Hull, Lazy Jim Day, and an engineer of WDZ, Tuscola, Ill., load a short-wave transmitter into a car, start driving in any direction, and pull into the yard of the first farmer they see. The surprised host is told that he is wanted on a broadcast, equipment is set up, tested and at 6:15 the program is on the air. Discussion with the farmer is on such topics as taxation, acreage, livestock, rural electrification, etc. Because the interview is on his own soil, the farmer speaks quite freely, thus making the program full of listener appeal. The program is sponsored by an implement and hardware dealer.

Utica Mills Adds 5

UTICA KNITTING MILLS, Utica, N. Y. (knit underwear), has added 5 stations to the list of those now broadcasting its three-a-week one-minute live announcements. The stations are WGBI, Scranton; WCSH, Portland, Me.; WFBL, Syracuse; WWL, New Orleans; WBAL, Baltimore, bringing the total to 19 stations. The agency is John Thomas Miller, New York.

Egg Drive Planned

NATIONAL ASSN. OF FOOD CHAINS, which has more than 400 members, met in Washington Sept. 1 to make plans for a drive to increase consumption of eggs. Campaign, to start the first week in October, will be placed locally by the individual state committees. Use of radio and other media will be discussed at meetings of state committees.

LYDIA TODD, fashion expert of WBAL, Baltimore, has returned from a three month study of the fall and winter fashions in Europe, and on Sept. 13 started a thrice weekly fashion, etiquet, home, garden and society program at 4 p. m. titled *Letters From Lydia*.

SMITH BROS., Poughkeepsie, N. Y. (cough remedies), this fall will use spot announcements and possibly a network show. No official announcement has yet been made. The agency is Brown & Tarcher Inc., New York.

WDGY Chief Engineer Reinstated by Station

GEORGE KEENE JACOBSEN, former chief engineer of WDGY, Minneapolis, who was involved in the labor troubles at that station [BROADCASTING, Sept. 1] has been reinstated to his former position. This step was taken by Dr. George W. Young, owner and general manager of the station, in lieu of the plan to hold an arbritation to determine whether Mr. Jacobsen was discharged for union activity or otherwise.

Since the labor difficulty arose, Dr. Young engaged the services of M. B. Lowe, as permanent radio consultant and chief technician. Rather than run into further difficulties, Dr. Young said he felt it would be better to restore Mr. Jacobsen to his former position under the direction and supervision of Mr. Lowe. The arrangement was agreed to by the local of the International Brotherhood of Electrical Workers, AFL affiliate, and Mr. Jacobsen returned to his duties Sept. 12.

Detroit Station Shifts

PAUL Y. CLARK, for the last six years with WWJ and CKLW, and before that for 10 years with the *Detroit Free Press*, has been appointed commercial manager of WJBK, Detroit, succeeding M. E. Kent, who resigned to become general manager of the recently authorized new Toledo local, to be known as WTOL. Leaving WJBK with Mr. Kent to join WTOL also are Jerry Fairbanks, announcer, who becomes the Toledo station's program director; Marvin Krause, who becomes chief announcer; Wayne MacDonnell, engineer. Larry Gentile has left as *WJBK Nite Owl* to join CKLW. Ed MacKenzie takes Fairbanks' place at WJBK, Fred Knorr takes the *Nite Owl* show, and Theodore Stahl takes over MacDonnell's duties. William Walker has been added to the remote staff.

New KSUB on the Air

EMPLOYING a composite transmitter built by D'Orr Cozzens, chief engineer of KLO, Ogden, Utah, the new KSUB, Cedar City, Utah, authorized last year by the FCC to operate with 1000 watts on 1310 kc., is now on the air under the managership of Robert R. Burton, formerly with KLO, who is also commercial manager. Archie Madsen, formerly with KSL, Salt Lake City, is program director, and Cutler R. Miller, formerly with KDYL, Salt Lake City, is chief engineer. The station is owned by Harold Johnson and Leland M. Perry.

THE 75-minute broadcast of George Bernard Shaw's specially prepared radio version of *Back to Methuselah*, originally scheduled for Aug. 30, has been postponed to Sept. 30 on the NBC-Blue, 8:30-9:45 p. m. (EST), the postponement having been caused by the rescheduling of the Louis-Farr fight broadcast.

KFH

Means Business!

To prepare the way for volume sales of your product in South-Central Kansas and Northern Oklahoma, point your sales message to the 792,250 radio fans, in the primary area of KFH, who like and prefer Radio Station KFH, in Wichita, Kansas.

KFH CBS
WICHITA · KANSAS

National Representative EDWARD PETRY AND CO.

WMIN
BLANKETING the 8th Largest TRADE MARKET in the United States at Lowest Cost
Saint Paul Minneapolis
WMIN
St. Paul, Minnesota

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Craig & Hollingbery, Rep.

XUM

SPOT IS HOT!
1,000% Increase
THE largest increase in placement of spot radio by any Chicago agency has been claimed by J. Walter Thompson Co., which has scheduled 10 times as much business the first eight months this year as compared with the same period in 1936. Accounts which are either currently using spot or have used it this year include Graham-Paige Co., Detroit; Elgin National Watch Co., Chicago; Swift & Co., Chicago; Kraft-Phenix Cheese Corp., Chicago; Libby, McNeil & Libby, Chicago; United Air Lines, Chicago; Weco Products Co., Chicago; Omaha Flour Mills Co., Omaha. Gene Fromherz is radio time buyer of the J. Walter Thompson Co., having joined the agency Sept. 26, 1936.
Malt-O-Meal's Show
Twenty Get Nestle's
P & G in Canada
Watch Tower Sp
To Include 80
Look Tests Radio
Big Pinex Campaign
Sheaffer Pen Sp
Devoe Spot Plans
Omar Mills Placing
Pinkham Lineup
Teats in Chicago

GET HOT WITH SPOT! That's what stations all around you are doing. National and regional spot is burning up previous peak records in broadcast advertising activity—and time buyers throughout the United States need information about your station . . . and your market. Give them your story—now. Reach them through the magazine you know they read:

BROADCASTING

Broadcast Advertising

Practically every time buyer and radio advertiser of national and regional consequence is included among BROADCASTING'S readers. It's easy to reach them when you advertise in BROADCASTING.

National spot business during the first half of 1937 was $5,000,000 above the corresponding period in 1936 . . . an increase of 43.4%. And this Fall the trend is up and up.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

ELIZABETH ARDEN, New York, on Sept. 29 starts *Elizabeth Arden Hour* for 52 weeks with Eddie Duchin and his orchestra on the NBC-Blue network Wed., 8-8:30 p. m., EST. Agency: Cecil, Warwick & Legler Inc., New York.

WASEY PRODUCTS Inc., New York (Barbasol), on Oct. 29 starts musical show on MBS and Don Lee Network), Fri. 8-8:15 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), Sept. 13 started *The Goldbergs*, on NBC-Red network Mon. thru Fri., 12:15-12:30 p. m., EDST. Agency: Blackett - Sample - Hummert Inc., Chicago.

OLDS MOTOR WORKS, Lansing, Mich. (Oldsmobile) has signed for sponsorship of nine Michigan State football games, starting Sept. 25, over the Michigan Network, keyed from WJIM, Lansing, whose staff will also handle out-of-town remotes. Agency, D. P. Brother Adv. Agency, Detroit.

LEHN & FINK Products Co., New York (Hinds Honey & Almond Cream), on Oct. 4 starts *Helen's Home*, 5 times a week on 3 stations of Texas Quality Network (WFAA, WBAP, KPRC), 8:30-8:45 a. m. Agency: Wm. Esty & Co. Inc., N. Y.

GENERAL FOODS Corp., New York (Sanka coffee), Oct. 7 starts *We the People*, starring Phillips H. Lord, on 41 CBS stations Thurs. 7:30-8 p. m., EST. Agency: Young & Rubicam Inc., N. Y.

FORD MOTOR Co., Dearborn, Mich. (Ford and Lincoln motor cars), Sept. 12 started *Ford Sunday Evening Hour* on 97 CBS stations, Sun., 9-10 p. m., EDST. Agency: N. W. Ayer & Son Inc., Philadelphia.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield) on Sept. 16 starts Eddie Dooley and Paul Douglas, sports commentators, on 61 CBS stations, Thurs., Fri., 6:30-6:45 p. m. (EDST) rebroadcast 8:30 p. m. Agency: Newell-Emmett Co. Inc., N. Y.

VERNON NUSSBAUM Co., Los Angeles (Venus dried fruits), on Sept. 13 started for 52 weeks *Andy & Virginia*, on 7 Don Lee stations (KHJ, KDB, KFXM, KPMC, KVOE, KXO, KGB) Tues. thru Sat., 8-8:15 a. m. (PST). Agency: Glasser Adv. Agency, Los Angeles.

GAFFERS & SATTLER, Los Angeles (gas stoves) on Sept. 26 starts for 26 weeks *Thirty Minutes in Hollywood*, variety show, on 11 Mutual-Don Lee stations (KHJ, KGB, KDB, KFRC, KFXM, KPMC, KDON, KGDM, KXO, KVOE, KQW), Sun., 3-3:30 p. m. (PST). Agency: J. H. Withington Co., Los Angeles.

APEX ROTAREX MFG. Co., (washing machines) on Sept. 7 started 27 broadcasts on *Feminine Fancies*. 3-3:30 p. m. (PST) on 11 Mutual-Don Lee stations. On Sept. 26 KIEM will be added. Agency: Emil Brisacher & Staff, San Francisco.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue Coal), on Sept. 26 starts *The Shadow* on 11 MBS stations, Sun., 4-4:30 p. m., repeat at 5:30. Agency: Ruthrauff & Ryan Inc., N. Y.

PARTICIPATING BANK program Oct. 18 will start for 26 weeks *Philadelphia Orchestra* on NBC-Blue, Mon., 9-10 p. m. (EST). Agency: The Wessel Co., Chicago.

SWIFT & Co., Chicago (Sunbrite) on Sept. 27 starts *Junior Nurse Corps* on 6 NBC-Blue stations, Mon. thru Fri., 4-4:15 p. m. (CST), repeat at 5 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

Pasture for Pests

A NEW announcer at WGAR, Cleveland, excited at his first break in commercial work, tore into a fur company commercial. The copy listed three special services available to patrons — "new buttons, new loops, free glazing." Said the announcer:— "Don't forget, the———Fur Company offers these three services — new buttons, new loops and most important of all, Flea Grazing."

H. FENDRICH Co., Evansville, Ind. (La Fendrich cigars), on Sept. 26 starts *Smoke Dreams* on NBC western Red network of 15 stations, Sun., 12:30-1 p. m. (CST). Agency: Ruthrauff & Ryan Inc., Chicago.

PRO-KER LABORATORIES Inc., New York (hair treatment), on Sept. 12 started for 13 weeks *Hair Raising Mysteries* on 2 NBC-Pacific Red stations (KFI-KPO), Sun., 3:45-4 p. m. (PST). Agency: General Adv. Agency, Los Angeles.

CYCLE TRADES OF AMERICA Inc., New York (bicycle trade association) on Sept. 26 starts variety program on 41 NBC-Red network stations for 13 weeks, Sun., 3:30-4 p. m. (EDST). Agency: Campbell-Ewald Co. of New York, N. Y.

F & F LABORATORIES, Chicago (cough drops), on Oct. 18 starts for 20 weeks *Jennie Peabody* on 44 CBS stations, Mon., Wed., Fri., 3:30-3:45 p. m. (EST). Agency: Blackett-Sample-Hummert Inc., Chicago.

PARKER DENTAL SYSTEM, San Francisco (chain dental system), on Aug. 16 started for 52 weeks *Radio University* with Dr. Seth Maker, commentator, on 11 Don Lee stations, Mon., Wed., Fri., 1:30-1:45 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

MUSTEROLE Co., Cleveland (Musterole), and E. W. Rose Co., Cleveland (Zemo), on Oct. 4 will start *Carson Robison and His Buckaroos* for 26 weeks on 33 MBS stations, Mon., Wed., and Fri., 1:15-1:45 p. m., EDST, and 3 WLW Line stations, Mon., Wed., Fri., 11:30-11:45 a. m. Agency: Erwin, Wasey & Co., Inc., New York.

J. B. FORD Co., Wyandotte, Mich. (Wyandotte cleaning products), started Sept. 14 *Petticoat of the Air* on 13 CBS stations, Tues., Thurs., 2-2:15 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

STATE OF MAINE Development Commission (potatoes) will start Sept. 21 *Marjorie Mills* on 15 stations of the MBS and Yankee networks, Tues. and Thurs., 1:15-1:30 p. m. (EDST) on Mutual and 1:45-2 p. m. (EDST) on Yankee, for 26 weeks. Agency: Brooke, Smith, French & Dorrance Inc., N. Y.

HUDSON MOTOR Co., Detroit, on Oct. 6 starts *Hobby Lobby* for 13 weeks on 75 CBS stations and WOR, Wed., 7:15-7:45 p. m., repeat 10:30-11 p. m. on WOR and Midwest and Pacific CBS networks. Agency: Brooke, Smith & French Inc., N. Y.

GENERAL FOODS Corp., New York (Diamond Crystal shaker salt), Oct. 3 starts *On Broadway* on 13 NBC-Blue network stations, Sun. 3-3:30 p. m. (EST). Agency: Benton & Bowles Inc., N. Y.

Renewal Accounts

FORD MOTOR Co., Detroit, for Ford Dealers, on Oct. 5 renews *Watch the Fun Go By* on 93 CBS stations, Tues., 9-9:30 p. m. (EST) rebroadcast 12 midnight. Agency: N. W. Ayer & Son Inc., Philadelphia.

PONTIAC MOTOR Co., Pontiac, Mich. on Oct. 11 renews *News Through a Woman's Eyes*, on 59 CBS stations, Mon., Wed. and Fri., 2-2:15 p. m. (EST) with rebroadcast 5:30-5:45 p. m. Agency: MacManus, John & Adams Inc., Detroit.

AMERICAN HOME PRODUCTS Inc., New York (Edna Wallace Hopper Cosmetics, Old English Paste Wax, Anacin) on Sept. 27 renews *Romance of Helen Trent* and *Our Gal Sunday* on 31 CBS stations, Mon. thru Fri., 12:30-1 p. m. (EST). Agency: Blackett - Sample - Hummert Inc., N. Y.

CAMPBELL SOUP Co., Camden, on Oct. 1 renews *Hollywood Hotel* for 52 weeks on 69 CBS stations, Fri., 9-10 p. m. (EST). Agency: F. Wallis Armstrong Co., Philadelphia.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), Oct. 1 renews *Edwin C. Hill* for 13 weeks on 88 CBS stations, Mon. thru Fri. 12:15-12:30 p. m. (EST), rebroadcast to the Pacific Coast 2:30-2:45 p. m. (EST). Agency: Lord & Thomas, N. Y.

WESSON OIL & SNOWDRIFT SALES Co., New Orleans (salad oil, Snowdrift) on Sept. 26 renews *Hawthorne House*, for 52 weeks on the NBC-Pacific Red, Sun. 7-7:30 p. m. (PST). Agency: Fitzgerald Adv. Agency, New Orleans.

LAMONT CORLISS Co., New York (Pond's face cream and powder), on Oct. 5 renews *Husbands & Wives* for 52 weeks on 33 NBC-Blue stations Tues., 8-8:30 p. m. (EST). Agency: J. Walter Thompson Co., N. Y.

PACIFIC COAST BORAX Co., New York, on Oct. 1 renews *Death Valley Days* for 13 weeks on 24 NBC-Blue stations, Fri., 8:30-9 p. m. (EST). Agency: McCann-Erickson Inc., N. Y.

AMERICAN CEREAL Co., Clinton, Mass. (Weetabix), on Aug. 2 renewed with participations in *Yankee Network News Service*, on 13 Yankee stations. Agency: H. B. Humphreys Co., Boston.

MILES LABORATORIES Inc., Elkhart, Ind. (Alka Seltzer), on Oct. 2 renews *National Barn Dance* for 52 weeks on 73 NBC-Blue network stations, Sat., 9-10 p. m., EST (rebroadcast for the West 11-12 p. m. EST). Agency: Wade Adv. Agency, Chicago.

GOSH, COL. SPRINGS, YOU SURE HAVE A BIG APPETITE!
ALMOST AS BIG AS SOME FELLOWS TWICE MY SIZE
COLORADO Springs spends more money in food stores than do 44 other larger U. S. cities ranging up to twice its size (1935 Census).
Colorado Springs is an A-1 market for food advertisers . . . KVOR is the A-1 medium to sell this A-1 market.
KVOR
1000 WATTS . . FULL TIME
Colorado Springs
PROGRAMS OF THE COLUMBIA BROADCASTING SYSTEM
REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

NBC "Blue"
+
LOCAL COLOR
KEEPS BIRMINGHAM DIALS TUNED TO WSGN!
First in sports and "showmanship" . . . spiced with local color and selected NBC network features . . . combine to make WSGN first choice of Birmingham "home folks!"
WSGN
THE NEWS AGE-HERALD STATION
Birmingham
1310 KC.

XUM

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on Sept. 29 renews *Andre Kostelanetz* for 52 weeks on 96 CBS stations, Wed., 9-9:30 p. m. (EST). Agency: Newell-Emmett Co., N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike) on Sept. 29 renews for 13 weeks *Your Hit Parade* on NBC-Red, Wed., 10-10:45 p. m. Agency: Lord & Thomas, N. Y.

GRIFFIN MFG. Co., Brooklyn (All-wite shoe cleaner), on Aug. 30 renewed its contract for Monday, 7-7:30 p. m., on NBC-Blue network, for new show *Time to Shine*, starring Lloyd Shaffer. Agency: Bermingham, Castleman & Pierce Inc., N. Y.

J. W. MARROW Co., Los Angeles and Chicago (Mar-O-Oil shampoo), on Sept. 26 renews *Henry Busse Orchestra* for 52 weeks on 9 NBC-Red stations, Sun., 11:45-12 noon. Agency: Baggaley, Horton & Hoyt Inc., Chicago.

LEVER BROS Co., Cambridge (Rinso), on Sept. 13 renewed for 52 weeks *Big Sister* on 63 CBS stations Mon. thru Fri., 11:30-11:45 a. m., repeat 2-2:15 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

CHRYSLER Corp., Detroit (motor cars), on Sept. 16 renews *Major Bowes Amateur Hour* for 52 weeks on 92 CBS stations, Thurs., 9-10 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

Network Changes

FRANCISCAN FRIARS of the Atonement of Graymoor, Garrison, N. Y., on Sept. 5 shifted their *St. Anthony Hour* over WHN, New York, and four Colonial Network stations (WBRY, WSPR, WEAN, WAAB) from Sundays, 9:30 a. m., to 2 p. m. Donald Peterson, 1457 Broadway, New York, is producer.

H. J. HEINZ Co., Pittsburgh, on Aug. 31 added Tues. and Thurs. to present three-a-week schedule for *Magazine of the Air* on CBS. Program formerly broadcast Mon., Wed. and Fri., 11-11:30 a. m., is now heard Mon., Tues. and Thurs. 11:15-11:30 a. m. (rebroadcast 3:15 p. m.), EDST, and Wed. and Fri., 11-11:30 a. m. (rebroadcast at 3:15 p. m.), EDST. Agency: Maxon Inc., Detroit.

WILLIAM R. WARNER Co., New York (Sloan's Liniment), on Oct. 18 changes 20,000 *Years in Sing Sing* to *Behind Prison Bars*, Mon. 10-10:30 p. m. (EST) NBC-BLUE network.

FITGER BREWING Co., Duluth, Minn. (beer), will change its half-hour network show from Friday to Saturday nights in October. The program is broadcast over a special Minnesota network consisting of WCCO, WEBC, WMFG and WHLB.

TIME Inc., New York (*Time* and *Life* magazines), on Oct. 14 moves *March of Time* from CBS to 35 NBC Blue network, Thurs., 9-9:30 p. m., EST. Agency: BBDO, N. Y.

R. J. REYNOLDS Co., Winston-Salem, N. C. (Camel cigarettes), Sept. 28 adds WCHS, KOY, WKBB, to present CBS list, Tues., 9:30-10:30.

Yale Series Assigned

SOCONY-VACUUM OIL Co. Inc., New York (Mobiloil and Mobilgas), which will sponsor broadcasts of all home games of the Yale football schedule, with Bill Slater doing the play-by-play description, has included WMCA, New York; WFAS, White Plains, N. Y.; and WKBW, Buffalo in the campaign. The game with Pennsylvania will also be heard on WFIL, Philadelphia. The games run from Oct. 2 through Nov. 13. J. Stirling Getchell Inc., New York, is agency.

Advent of Autumn Network Programs Causes Production Jam in Hollywood

By DAVID GLICKMAN

NETWORK production headaches became increasingly aggravated in Hollywood during the first half of September, with the advent of new programs and resumption of shows suspended during the summer months. Frantic efforts have been made by NBC and CBS to acquire studio facilities for new programs. Present studio facilities are for the most part temporary and makeshift, pending completion of buildings by both networks.

Approval of NBC's building plans and specifications was expected with Don E. Gilman at New York headquarters consulting with officials of the company. It is understood that the general scheme of NBC's new building structure in Hollywood has been put into shape for review and approval, and details will be developed immediately upon acceptance. Ground breaking at the new site on Sunset Blvd. and Vine street is expected by Oct. 1, and work will be crowded to permit occupancy early next year.

Don Lee's Problem

Mr. Gilman's eastern trip will also afford discussion of the Don Lee Broadcasting System's proposal to take over the present NBC headquarters in Hollywood. The Don Lee load of production is increasing and this, together with the expected shift of Mutual programs to emanate from Hollywood in the next eight or ten months, will require Don Lee to acquire a new plant.

In the event it cannot agree with NBC on the take-over of the latter's Melrose Avenue studios and offices, Don Lee will build its own plant in Hollywood.

Another definite move toward building the commercial lead of the enlarged Don Lee Network has been the newly-effected alliance with John Blair & Co., station representatives, to sell the network comprising the entire 24 stations in the group, rather than selling the stations individually or on a state-by-state breakdown.

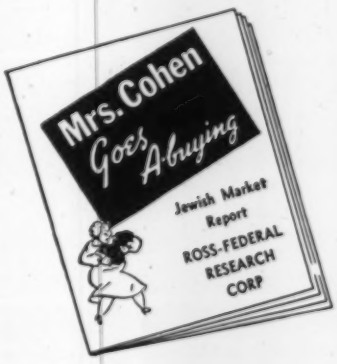
CBS building in Hollywood is going ahead on schedule. The return of Donald W. Thornburgh, the network's Pacific Coast vice-president, to his desk on Sept. 8, resulted in notification to his architects that CBS desired greater speed in construction work to get as much done as possible prior to the rainy season which normally begins in November. It is expected CBS will occupy its new $2,000,000 headquarters in early spring.

A series of conferences was held in Hollywood early in September between northern and southern California broadcasters aiming at the creation of another California statewide network. While these discussions have not developed any definite agreement, it is known on the Coast that the parties have all been interested in a tie-up for a long time. There would be no surprise if another state network came into being prior to the year-end. This would be comprised of a group of loosely knitted stations now functioning as local networks in northern and southern California respectively.

Local station commercial commitments have been increasing steadily during the past month in the Hollywood sector, and for the most part stations have the facilities and staffs to handle all expected business. Construction work on new studios of KMTR began late in August, and the new radio village designed for this property will probably be completed before the end of the year. Agency production personnel shifts which have been so numerous during the summer in Hollywood have been well stabilized, and little further maneuvering is expected in the near future.

Diamond Salt on NBC

GENERAL FOODS Corp., New York, for Diamond Crystal shaker salt, will start Oct. 3 *On Broadway*, to be heard Sundays at 3-3:30 p. m. (EST) over 13 stations of the NBC-Blue network. The agency is Benton & Bowles Inc., New York.



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NEW YORK

The Best SPOT!

WQDM 1000 WATTS
ST. ALBANS VERMONT

WHO CLIPPED THIS?

YOU CAN'T BE GUILTY
IF YOU RECEIVE
YOUR OWN COPY OF

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BLDG. ● WASHINGTON, D. C.

Damrosch Hour Resuming

DIRECTED by Walter Damrosch, the tenth year of NBC's *Music Appreciation Hour* will resume on Oct. 15 and will be heard again over combined Red and Blue networks Friday afternoons. A teachers' manual, presenting notes on the broadcasts, lesson by lesson, has been prepared by Laurence Abbott, assistant to Dr. Damrosch, and four student notebooks, one for each series, have been written by Prof. Charles H. Farnsworth of Teachers College, Columbia University.

Philco Series on 275

PHILCO RADIO & TELEVISION Corp. entered the first week of its $50,000 "Phyl Coe" mystery contest with 239 stations broadcasting the series. A sharp increase in tube sales was reported by distributors as well as an increase in demand for servicing to assure good reception of the program. Geare-Marston Inc., Philadelphia, is handling contest details.

Supreme Court Review In New Portland Grant Is Petitioned by WCSH

REVIEW by the U. S. Supreme Court of the FCC decision authorizing Portland Broadcasting System Inc. to build a new station (WGAN) in Portland, Me., was sought in a petition for a writ of certiorari filed Sept. 10 by the Eastland Co. of Portland and Congress Square Hotel Co., operators of WCSH.

The grant to the Portland Broadcasting System was for a 500-watt station to operate on 640 kc. limited time and was the outgrowth of the bitterly fought "640 case," dating back to 1934. Both Eastland and WCSH had appealed from the FCC decision of last June to the U. S. Court of Appeals for the District of Columbia which sustained the Commission.

The question presented in the Supreme Court petition was whether or not the order and decision of the Broadcast Division are valid when the members of the Division who made the findings of fact had neither heard the evidence nor received a report on it. At the time the case was originally heard, Commissioners Gary, Brown and Sykes constituted the Broadcast Division. The decision was rendered by Commissioners Prall, Case and Sykes. Eastland had applied for a station on 640 kc. also, while WCSH had been permitted to participate in the hearing as a party in interest. The Portland Broadcasting System is partially owned by the *Portland Herald Express*. Both the Eastland Co. and WCSH are adjuncts of the Rines Hotel interest.

Radio Editors Change

RUDOLPH BLOCK Jr., formerly assistant city editor of the *Seattle Post-Intelligencer*, has been appointed radio editor of the *Los Angeles Examiner*, succeeding Bernie Milligan, who resigned after five years. Pat Hogan remains as assistant radio editor. Block is the son of Bruno Lessing, Hearst feature writer. Gene Inge, radio editor of the *Los Angeles Herald-Express*, is scheduled to leave that post Sept. 20 after 8 years, to enter the radio production business. He will establish offices in Hollywood. Dale Armstrong recently succeeded Carroll Nye as *Los Angeles Times* radio editor. Nye resigned to head the copy desk of Radio Feature Service, Hollywood.

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FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
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A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.
Forms close 25th and 10th of month preceding issues.

Help Wanted

Local Texas station desires salesman. Commission basis. Excellent prospects. Give full details of self and experience. Box 766 BROADCASTING.

Two experienced transcription salesmen, commission. See our ad page 63 this issue. Transcribed Radio Shows, Inc.

Announcer for network affiliated station in eastern market. State experience fully in first letter. Box 768 BROADCASTING.

Experienced radio operator. Give qualifications and references when making application. Box 767 BROADCASTING.

WGCM at Biloxi-Gulfport on Gulf Coast has permanent position for good announcer. Give full qualifications, experience, etc., and send picture if possible; also state salary expected. Box 207 Gulfport, Miss.

Situations Wanted

Licensed Engineer wants position. Hours and wages not initial. Little experience on W. E. 5KW. Write Vernon Baumgartner WDGY, Minneapolis, Minn.

Program ideas that sell! Nine years newspaper and radio advertising. Professional continuity, script and program production. Now employed. Box 770 BROADCASTING.

Chief Engineer 10 KW station, 10 years experience, formerly associated with two 50 KW stations, desires to better conditions. Box 771 BROADCASTING.

Commentator, available in near future for sustaining or commercial sponsorship. Metropolitan and national network experience. Excellent references. Abundant proof of listener acceptance. Box 769 BROADCASTING.

ENGINEER: 1st class radio phone license, graduate RCA Institutes; experienced in publicity, production, continuity. Currently employed in publicity department of network; 6 years radio experience. Write Box 762, BROADCASTING.

ANNOUNCER: Three years experience in all phases of announcing, have written numerous radio sketches in adidtion to successful commercial copy. Would like to work for small, growing station. College graduate. Write Box 764, BROADCASTING.

Young, energetic station manager with excellent selling and executive background, now employed, desires change. Would consider lease, purchase or part ownership of station in good market. Married, one child. Finest references. Box 765, BROADCASTING.

Wanted to Buy

Responsible party wants to buy station and pay cash. Will consider 50% interest with employment. Experience in sales, announcing, and technical. University graduated. Box 763, BROADCASTING.

For Rent—Equipment

A real Bargain in a Used Transmitter, in excellent condition. A 1000 watt RCA Transmitter, Type 1 B complete with 6000 volt Generators, and all equipment as shipped by factory. Specially priced for quick sale. Act quick. Station KOY, Phoenix, Arizona.

The Largest Independent Frequency Measuring Service in the Country
Manufacturers and Engineering Consultants
COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

Los Angeles Politician Files Suit in Mexican Border Station Venture

A $450,000 damage suit was filed in Los Angeles Superior Court Sept. 10 by John A. Murphy, local political figure, naming the International Broadcasting System Inc., of California and 15 other defendants. Murphy, in his suit alleged that he was induced to invest $25,000 into the erection of XERB, Rosarito Beach, Lower California, for which he was to receive half of the issued capital.

He declares that he was later induced to withdraw from the enterprise after it was well organized and progressing nicely. The station was scheduled to start operating with 150,000 watts Aug. 15 on 730 kc. He further declared that certain of his business associates caused him to believe that the venture was doomed to failure because of refusal of the Mexican officials to issue a permit for the station, although such a permit had actually been obtained for a 20-year period.

Besides damages he wants among other things, to be restored to the office of vice-president and a director of I.B.S.; 10% of its capital stock; an interpretation of his contract with the defendants; an accounting of a receivership and an injunction restraining the organization from any acts which might impair his interests pending the suit's outcome.

Codefendants with I.B.S. are Radiodifusors International of Mexico; Pacific Escrow & Title Guaranty Co.; M. P., R. S., and Miguel Barbachane; R. L. Rust, C. L. Byers, George Berger, Harry Kronick, V. Z. Herman, Roger Arnebergh, M. M. Dexter, Cinema Adv. Agency, Hollywood; L. W. Allen and Gustevo Moran and others.

Health Aids Expands

HEALTH AIDS Inc., Jersey City, N. J., has added WGN, Chicago, and WCAE, Pittsburgh, to its present list of stations. A 25-minute talk by Victor Lindlahr, editor of *Journal of Living*, for Serutan, laxative, and five minutes of transcribed music for VBEV, vitamin beverage, make up the half-hour program, which is heard three times a week. The series originates at WOR, Newark, and is piped to WMCA, New York, and thence to WIP, Philadelphia, through the Inter-City network. It has been renewed on those stations, and is heard Tuesdays and Thursdays, 12-12:30 p. m., and Sundays, 10:30-11 a. m. Transcriptions are used on WNAC, Boston, and WEAN, Providence, on which contracts have also been renewed. In addition, a 15-minute test program has been started for Serutan on WPRO, Providence, three time a week. The agency is Franklin Bruck Adv. Corp., New York.

NEWS
is your best bet
TRANSRADIO

MAYORS AT MIKE—When KDAL, Duluth, affiliated with CBS Sept. 5, the mayors of the Twin Ports were pressed into service as announcers. Mayor Bryn Ostby, of Superior (left) took the regular station break and Mayor C. Rudolph Berhult, of Duluth, announced "KDAL now joins the Columbia Broadcasting System" and pushed the control button.

HEATTER'S MIKES
Commentator Now Appears on —NBC, CBS and WOR—

GABRIEL HEATTER, news commentator, will soon be broadcasting before three different microphones — over CBS, WEAF, and WOR. Heatter, currently heard on WOR for Rogers Peet Co., New York, Mondays through Fridays, 9-9:15 p. m., will act as master of ceremonies on *We, the People*, starting on CBS Oct. 7, 7:30-8 p. m., for General Foods Corp. (Sanka coffee). Later in the fall he will take over *Special Edition*, broadcast Fridays at 1:30-2 p. m. on WEAF for Borden Farm Products Co. Inc., New York.

While Mr. Heatter was signed exclusively by Rogers Peet Co., they have given him permission to broadcast on the other two programs because neither of them is straight news, and therefore does not conflict.

In addition to his radio activity, Mr. Heatter edits *The Shaft*, magazine of the steel industry; is editor and chief announcer for Paramount Newsreels, and is writing a book on Dr. James West, chief executive of the Boy Scouts of America.

NORFOLK - VIRGINIA
National Representatives - EDWARD PETRY & CO.
WTAR
VIRGINIA'S OLDEST BROADCASTER

OTHER FELLOWS' VIEWPOINT

Beg Your Pardon!

Editor, BROADCASTING:

In the Sept. 1 issue of BROADCASTING, on page 84, under the heading "Merchandising & Promotion" you refer to an article of Olinger Department Store, Denver. This should be Olinger Mortuaries of Denver. We are calling this to your attention because there is no Olinger Department Store in Denver and the client is Olinger Mortuaries and we would thank you to make this correction.

W. W. MacGruder,
Hower Adv. Agency Co.,
Denver, Colo.

Sept. 10.

It's HARMONY
for All to the tune
of **"More Business"**

Strike the Key with
KWK
THOMAS PATRICK, Inc.
Hotel Chase St. Louis
Representative:
PAUL H. RAYMER CO.
New York San Francisco Chicago

WAR IN CHINA—

Station WAVE Not Affected!

No sir, the buying power of WAVE's listening audience isn't being reduced by the war in China—nor by the election-day shootings down in our own Kentucky mountains! . . . You see, we don't cover those territories. We cover only the million-plus people around metropolitan Louisville. The only thing they shoot is their pay-checks—which are *by far the largest in Kentucky!* . . . WAVE is an N. B. C. outlet.

National Representatives:
FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

RCA Prize Campaign

RCA MFG. Co., Camden, N. J., will start a special campaign for RCA-Victor Overseas Dial Radios on September 19 with a $50,000 prize contest for the best 25-word letter on "Why I Like RCA-Victor Electric Tuning." The contest will be announced on the company's *Magic Key* program broadcast, Sundays, 2-3 p. m., on the NBC-Blue network, and will run for five weeks. World-wide use of radio in the protection of life in everyday affairs will be demonstrated, with examples of police work, fire-fighting, airplanes, and ships at sea. Five thousand prizes will be awarded each week. The RCA agency is Lord & Thomas Inc., New York.

Music Boosted; NAB Calls Session

(*Continued from Page 12*)

stance by the negotiating committee but refused by the meeting, was that they set up "credits" of 10% as a sort of equalization fund which they would disperse to their affiliates in a manner they agree upon as most equitable by giving the "deserving" stations or those which might be jeopardized by the additional payroll requirements for musicians the bulk of the rebates.

It was figured that of the $1,500,000 additional asked from the network affiliates, the managed and operated stations of NBC and CBS would automatically pay some $200,000 additional and that the key stations of Mutual would be required to pay an additional $100,000 for musical talent. This reduced the figure of the independent affiliates to $1,200,000, it was estimated, of which 10% or $120,000 would be set up in the "credit" fund proposed.

Moreover, the networks declared that President Weber indicated they would be expected to hire some 400 additional musicians in New York, Chicago and Hollywood as a means of aiding the unemployment relief.

Proposal Rejected

The affiliates, however, in their sessions rejected the proposal and asked that instead the networks credit every affiliated station with a reduction in their "free time" to the networks, of two hours. Network spokesmen said this proposal, when formally presented by the negotiating committee, probably would be rejected as confiscatory.

It was stated, for example, that in dollars such a proposal would mean that NBC would donate some $600,000 in time value back to their stations while CBS would contribute some $500,000 which would mean that the affiliated stations would only be counted upon to bear the burden of $100,000 in actual additional outlay in the musicians' crisis. Moreover, it was contended that some stations, already having their quota of musicians in terms of dollars expended by virtue of house orchestras, would actually "make money" on the deal.

The special meeting of the NAB Board, called for Sept. 10, concurrently with the IRNA, proved a stormy session. So did several other emergency sessions called during the negotiations. No less than four of the members proffered their resignations, which were not accepted.

Edwin Craig, L. B. Wilson and John Gillin, the latter the first vice-president, offered to resign after President John Elmer had deprecated their association with the affiliate group. Mr. Wilson served as chairman of the financial committee and had written a letter to all stations asking them to contribute the equivalent of their quarter-hour rate to defray the expenses of the negotiating committee and the affiliate group, then estimated at $12,000. The actual figure, however, proved half that amount. President Elmer had criticized that action too. After the resignations had been proffered, the members were prevailed upon to withdraw them.

The fourth "resignation" which developed at a Sunday session of the Board on Sept. 12 was that of Edward A. Allen, WLVA, Lynchburg, Va., and president of the National Independent Broadcasters representing local independent stations, which has been largely inactive during the past two years. Out of sympathy with the entire procedure relating to the negotiations with musicians, Mr. Allen contended many local stations would be ruined and that he would prefer to fight it out by permitting the strike to come off as scheduled rather than capitulate to the demands. His resignation, up to the time BROADCASTING went to press, had not been accepted and he had not withdrawn it.

Despite the tension that gripped the group, there was much praise for the manner in which the negotiating committee functioned and for the expert way in which Mr. Ethridge presided over the sessions. At the outset Mr. Ethridge had explained that his only reason for participating in the movement of the affiliates was because the NAB was not properly staffed to cope with it due to absence of legal and labor counsel.

Reports on various phases of the negotiations were given the group by Messrs. Ethridge, Rosenbaum, who handled network negotiations, Norton, a well-known Louisville attorney who drew up the form of contract, and Hedges, who defined the negotiations with AFM. All of the sessions of the group were closed except to network affiliated stations.

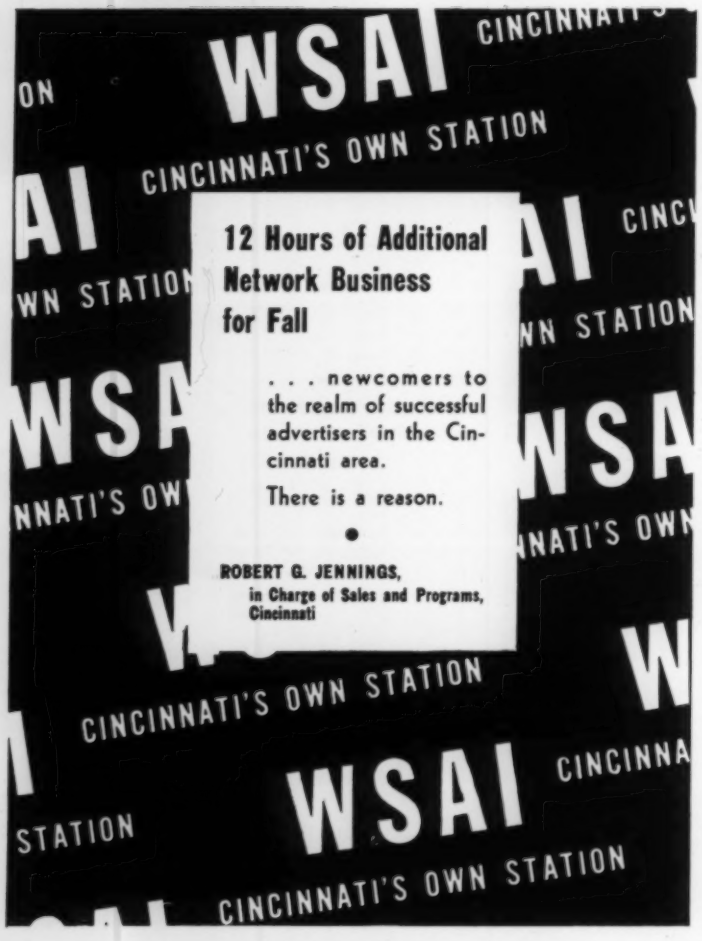
Possible Revision

In addition to the continuing work of the Negotiating Committee, which meets again with President Weber on Sept. 15, Mr. Sheppard was devoting study to a possible revised formula; Mr. Rosenbaum to continue conversations with the networks on the degree of their participation in the additional cost, and Mr. Norton on revision of the proposed contract.

It was decided to continue IRNA as an organized group, at least until contracts have been signed with the musicians and possibly longer if it felt that the need still exists. Mr. Ethridge was given authority to call further meetings of the group at any time he deems it necessary to do so. The group made it plain, however, that it has in no sense broken with nor is it a rival organization to the NAB. At the final meeting on Sept. 12, the NAB Board presented the following statement to the IRNA:

"The NAB always has invited all broadcasting stations to membership. As a consequence there have existed in the NAB membership from time to time conflicting interests which could not be represented by the NAB directorate. Nevertheless the NAB stands as the defender of the American system of broadcasting.

"Realizing that various classes of stations within the broadcasting industry have divergent interests which cannot always be served by the NAB and that three organized groups representing such classes have already been formed (e.g. the clear channel, the regional and the local stations represented at the October hearings before the FCC) the Board endorses the formation of such organized groups within


WSAI
CINCINNATI'S OWN STATION
12 Hours of Additional Network Business for Fall
. . . newcomers to the realm of successful advertisers in the Cincinnati area.
There is a reason.
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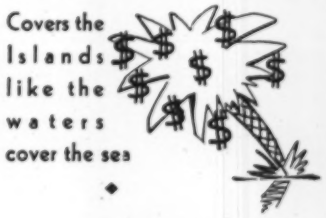
in Charge of Sales and Programs,
Cincinnati



KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST.

RADIO'S BIG BUY
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

the NAB and invites these groups to become departmentals in the NAB. The Board also realizes that the stations affiliated with network companies have problems unlike the problems of unaffiliated stations and that they should be organized as a departmental of the NAB; and that the organization structure of the Association must be sufficiently elastic as to permit fair and impartial representation of various groups and interests as may be created from time to time by varying circumstances and conditions."

In accepting this message, IRNA expressed its "wholehearted cooperation and support to the effectuation of the purposes therein expressed" and authorized Mr. Ethridge to appoint a committee to confer with the NAB board on all matters affecting the entire industry. The committee consists of Don S. Elias, WWNC, Asheville, chairman; Don Davis, WHB, Kansas City; Edgar Bill, WMBD, Peoria; Samuel Rosenbaum, WFIL, Philadelphia, and Edgar Bell, WKY, Oklahoma City.

Preparatory to the special convention called by the Board, President Elmer has begun to draft plans for departmentalization of the trade association. Managing Director Baldwin also will draft a complete report on the status of the musicians situation. All stations, whether or not NAB members, have been invited to attend the sessions.

Mr. Allen's Statement

Mr. Allen presented the following statement to the NAB board through Managing Director Baldwin: I had been in hopes that for once in the life of this Association, the broadcasters, both big and little, could find their way clear to stand 4 square and fight for the common good of the industry as a whole. However, I realize now, more than ever before, that the interests of the broadcasters are so varied that the attainment of that goal is well nigh impossible.

The compromise agreement that the Affiliated Stations have worked out for presentation to the AFM will prove ruinous to many and a very serious economic handicap to the majority of our local independent broadcasters and as a result there is nothing left to us but to fight our way out. Handicapped as we are in being forced to fight alone we will probably be licked in the end, but I prefer to go down fighting.

The local independent in its fight for economic life must make use of every weapon available and I am sure that some of these weapons will be frowned upon by some of my friends around this table and may even prove embarrassing; so, for that reason and in order that I may be free to take whatever action I may think essential to the local independent cause, I feel I should discontinue serving on this Board. Therefore, Mr. President, I herewith tender you my resignation and earnestly request that the Board take immediate action upon same.

Brady Asks Injunction

WILLIAM A. BRADY, New York theatrical producer, has filed suit in New York Supreme Court to prevent the broadcasting of *Way Down East*, sponsored by Sterling Products Inc., New York, for Phillips Milk of Magnesia toothpaste, Danderine, and Haley's H-O. Defendants are Blackett-Sample-Hummert Inc., Bamberger Broadcasting Service, MBS and Chas. Phillips Chemical Co. Scheduled to resume Sept. 27 over WOR, New York, the program is a 15-minute WBS transcription series, heard five days a week.

Mr. Brady and his lawyers claim that he has been owner of the play and its title for 40 years. For a single broadcast of the play in 1935, he received $750, the complaint says. The program was broadcast on WOR last winter.

Three New Locals Approved by FCC; WIOD Granted 610 kc; Other Actions

THREE new local stations were authorized by the FCC Broadcast Division at its Sept. 14 meeting, bringing to 34 the number of new stations authorized for construction so far this year. At the same time the Division dismissed or denied six other applications for new stations. One of the new stations was granted without a hearing.

Twin City Broadcasting Corp., Longview, Wash., was authorized to construct a new 250-watt daytime station on 780 kc. in that community, the division sustaining Examiner Hyde J. Elroy McCaw, of Centralia, Wash., who is also associated with the new KELA recently authorized in Centralia, Wash., is one of the chief stockholders, with 65 shares, the others being A. C. Campbell, president, Longview feed and fuel dealer, 82½ shares; John McClelland, treasurer, publisher of the *Longview Daily News*, 62½ shares; A. L. Raught Jr., vice-president, local manager of the Weyerhauser Timber Co., 20 shares, and A. W. Talbot, Seattle businessman, 20 shares.

Clarence A. Berger and Saul S. Freeman were authorized to construct a new 100-watt daytime station on 1200 kc. in Couer d'Alene, Idaho, Examiner Seward being sustained. Both are equal partners. Mr. Freeman, a resident of Spokane, is backer of the project and Mr. Berger, formerly with KHQ and KGA in Spokane and KOL in Seattle, will be manager of the station.

Without a hearing, the Commission authorized the Wyoming Broadcasting Co. to erect a new 100-watt night and 50-watt daytime station on 1370 kc. in Rock Springs, Wyo. President of the concern is R. R. West, oil distributor and monumental works owner of that community, holding 50.98% of the stock, and vice-president is Kenneth M. Nielsen, manager of a radio service concern, holding 48.99% of the stock.

The Broadcast Division denied the application of Peninsular Newspapers Inc., Palo Alto, Cal., for a new 250-watt daytime station on 1160 kc.; dismissed with prejudice the application of Phillip Jackson for a new 100-watt daytime station on 1420 kc. in Brunswick, Ga.; dismissed without prejudice the application of C. S. Gooch for a new 100-watt station on 1500 kc. in Amarillo, Tex.; dismissed with prejudice the application of John D. Fields Inc. for a new 100-watt station on 1370 kc. in Las Vegas, Nev.; dismissed with prejudice the application of Robert E. Clements for a new 250-watt daytime station on 1160 kc. in Huntington Park, Cal.; dismissed with prejudice the application of the Young People's Association for the Propagation of the Gospel for 5,000 watts daytime on 640 kc. at Shark River Bay, N. J. In all cases the recommendations of the examiners were sustained.

WIOD, Miami, an adjunct of the *Miami Daily News*, was granted a shift in frequency from 1300 to the choice 610 kc. channel, with 1,000 watts unlimited time. In sustaining Examiner Hyde, it made the order effective Oct. 26. Other important docket actions included:

WEAN, Providence, granted an increase in day power from 1,000 watts to 5,000 watts on 780 kc., with night power remaining at 1,000 watts, unlimited time, sustaining Bramhall.

WSMB, New Orleans, granted authority to install new equipment and increase day power from 1,000 watts to 5,000 watts, with night power remaining at 1,000 watts on 1320 kc, sustaining Examiner Seward. A directional antenna was specified.

WLBK, Clarksburg, W. Va., an affiliate of the *Clarksburg Exponent*, granted an increase in hours of operation from day time to unlimited, with 100 watts on 1370 kc. effective Oct. 19.

WBCM, Bay City, Mich., granted an increase in day power from 500 watts to 1,000 watts on 1410 kc. with night power remaining at 500 watts, sustaining Examiner Irwin.

WSAU, Wausau, Wisc., granted an increase in hours from daytime to unlimited on 1370 kc. with 100 watts effective Oct. 12 sustaining Examiner Seward.

KIEM, Eureka, Cal. granted an increase in day power from 500 watts to 1,000 watts with 500 watts at night on 1450 kc. unlimited time effective Oct. 5, with Examiner Seward sustained.

KID, Idaho Falls, Idaho, granted CP to make changes in equipment and increase day power from 1,000 to 5,000 watts with 500 watts at night.

WCBS, Springfield, Ill., granted CP to make changes in equipment and increase day power from 100 to 250 watts and time of operation from specified to unlimited on 1420 kc.

WEST, Easton, Pa., and WKBO, Harrisburg, Pa., granted modification of licenses to change hours of operation to simultaneous day and sharing at night in lieu of time sharing operations day and night.

OPEN FOR SPONSOR

"WALKS OF LIFE"

To Sell Shoes

By

PAUL CRUGER

Screen Writer

Footsteps on the Sidewalk

And Each Pair of Feet Tells

A Dramatic Story.

Write

---wood---

RADIO PRODUCTIONS

Hollywood, Calif.

220 Markham Bldg.

. . . wood words sell . . .

"This is . . .

WBNS

COLUMBUS, OHIO

"This is

Our

Representative . . .

JOHN BLAIR & CO.

"Ask John . . . he knows"

HIS BARBER, HIS CHAUFFEUR AND BUTLER DO!

According to statistics, the wage-earner [and that means the 4,000,000 in WBNX's area] spends 76% of his income on standard advertised foods, clothing and shelter.

"It's the Four Million who Listen to WBNX"

1000 WATTS DAY AND NIGHT

WBNX NEW YORK

Twelve-to-One

AN ILLUSTRATION that American broadcasting is rendering a better job than the broadcasting systems of other nations in giving a world picture to the listener was cited by C. W. Lattimer, RCA Communications Inc. plant engineer, Sept. 13 in his testimony before the FCC Telephone Division when he related that there was a ratio of 12 foreign programs rebroadcast in the United States against one American program in foreign countries. He was a witness in a hearing on transatlantic radiotelephone frequencies.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Chicago Schools

IN AN article on page 24 of this issue, dealing with use of radio to continue school studies during the infantile paralysis prevalence in Chicago, it is stated that the radio idea was conceived by George H. Biggar, of WLS. Inadvertently the names of Ralph Atlass, president of WJJD-WIND, and Al Hollender, WJJD-WIND publicity director, were omitted as co-originators of the idea. It was also stated that WBBM and WAAF were carrying the school lessons, but as BROADCASTING went to press it was learned that they were not included in the list of stations.

BOB BOWMAN, sports commentator formerly on the outside broadcasting staff of the British Broadcasting Corp., handled the Louis-Farr prize-fight for the BBC direct from the ringside Aug. 30, his description being relayed via shortwave to the British network.

DARRIGO BROS. Co., Boston (labeled vegetables), started Sept. 13 a series of announcements for 26 weeks on WNEW, New York, and on Sept. 14 a women's news program in Italian, on WOV, New York. Neff-Rogow Inc., New York, is agency.

PRODUCERS of the *Junior G-Men*, dramatic serial on MBS sponsored by Fischer Baking Co., Newark, N. J., have received requests from various European organizations for permission to form auxiliary groups.

Unions Organize

(*Continued from page 14*)

before a trial examiner of NLRB in New York. The case arose [BROADCASTING, July 1] when ARTA charged that Henry Grossman, CBS eastern operations manager, had tried to intimidate his subordinates by threats of retaliation on the part of CBS if the engineers signed with the union. CBS denied the alleged intimidation.

The American Federation of Radio Artists claiming jurisdiction over anyone who appears before a microphone, appointed Mrs. Emily Holt executive secretary at a recent meeting of its executive board. Mrs. Holt, a resident of Dallas, Tex., where her husband is in the oil business, was formerly associate counsel of Actors Equity and although she has not accepted her appointment as executive secretary of AFRA her acceptance is expected momentarily. At the same meeting of the board, George Heller, treasurer of AFRA, was appointed associate secretary.

Meanwhile, AFRA is concentrating its activities on membership enrollment and has not yet begun its proposed organization of station personnel. Local unions have been organized in New York and Los Angeles, and negotiations for organization are going forward in Chicago. In New York and Los Angeles officers have been elected and members of the national executive board have been named.

The total membership now exceeds 2,000, according to AFRA headquarters, where it was further learned that as soon as local unions have been established AFRA intends to organize all persons who may appear before station microphones, including announcers, actors, singers and solo instrumentalists excepting only those singers and instrumentalists who are not members of a band or orchestra and therefore already members of the American Federation of Musicians.

Nearly 450 Chicago actors attended a meeting of the American Federation of Radio Artists in Chicago Sept. 12. This was a much larger number than attended the first meeting held Sept. 5. It was purely an organizational conclave held for the purpose of signing up new members. Included among the evening's speakers were George Heller, an attorney for the AFRA, and Rudolph Ganz. An election of officers is planned for Friday night, Sept. 24.

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McClure Elected By News Writers

Starts Inquiry Into Alleged Misappropriation of Funds

KEN McCLURE, of WOAI, San Antonio, was elected president of the Association of Radio News Editors and Writers at its first annual convention held at the Sherman Hotel, Chicago, Sept. 10-12. Other officers elected were Beckley Smith, WJAS, Pittsburgh; Jack Harris, WSM, Nashville, and Ken Millar, vice-presidents; Al Hollender, WJJD-WIND, Chicago, secretary-treasurer.

At the convention it was decided to cooperate with schools of journalism throughout the country in establishing classes in radio news writing. A code of ethics was adopted, in which ARNEW members subscribed to the theory that "any promotion of any private interest on any news program except one designated as a paid commercial announcement is contrary to general welfare."

Plans were made for setting up eight regional groups throughout the country with all groups exchanging ideas.

In a speech mailed to the convention by Boake Carter, the Philco commentator said that even though newspapers were buying more and more radio stations in this country they should not be permitted to gain control of radio in America. Carter predicted that if newspaper ownership continued the publishers would eventually control radio and would establish editorial air policies for the radio stations they own. Carter wrote: "The publisher who becomes the strongest and largest owner of the greatest radio chain will be the one who can most nearly become the uncrowned King of the United States."

Although decrying newspaper ownership of stations, Carter believed that publishers and station owners "should bury the hatchet over the question of news—for the very sake of the preservation of the American principle of democracy."

Next year's convention will probably be held in San Antonio in the early part of summer.

A rift occurred during the convention with two factions — one headed by John Van Cronkhite, former president of the organization, and the other headed by Beckley Smith and Al Hollender—battling for supremacy. Mr. Van Cronkhite is chairman of the newly-formed board of directors which is attempting to wrest the power away from the regularly-elected officers. Although it was originally planned to have all officers on the board, Smith and Hollender are not members.

McClure and Hollender will launch an investigation into charges that ARNEW funds have been misappropriated. Although regular initiation fees were $1, some members of the organization paid $5 with no accounting allegedly made of the $4 difference.

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has an Annual Payroll of
$360,000,000
Reach it with
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Heads News Men

KENDALL McCLURE

Claims Most Newscasters

WNEW, New York, believes it has the largest number of newscasters on any New York station in its 24-hour coverage. Richard Brooks has the 8:45 p. m. commentator spot and 5:45 p. m. news broadcast; Earl Harper handles a daily sports round-up at 5 p. m.; Stan Shaw broadcasts *Milkman's Matinee*, 6:45 a. m.; John Jaeger and William McGrath work together at 9:45 a. m. Douglas Arthur is on the air at 12:30 p. m. with news, and Tom Brooks, radio editor, *New York Journal-American*, broadcasts news from the offices of that paper at 1:45 p. m. WNEW has the full leased day and night wire of International News Service, and its news programs are under the direction of Larry Nixon.

New WMCA Studios

WMCA, New York, on Jan. 1 will move into palatial new studios located on the top two floors above the Hollywood Theatre at 51st and Broadway. A big auditorium studio is being constructed.

WEBC
Tells Your
Story In
AMERICA'S
SECOND PORT
DULUTH & SUPERIOR
o
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

Olds and De Soto Plan Quarter-Hour Disc Series

OLDS MOTOR WORKS, Lansing, Mich. (motor cars), has contracted with WBS for 13 quarter-hour transcriptions featuring the Casa Loma orchestra. Discs will be cut late in September, and will go on the air some time in October. Agency is D. P. Brother & Co. Inc., Detroit.

WBS is also currently making a series of 13 quarter-hour transcriptions for De Soto Motor Corp., Detroit, featuring George Jessel, Will Osborne's orchestra and guest vocalists. The discs will be placed with a long list of stations, to start about Nov. 1. Agency is J. Stirling Getchell Inc., New York.

"Guest" Appearance

WHEN Ed Craney, co-owner of KGIR, Butte, and KXL, Portland, Ore., heard the Kelly boys sing and dance during *Our Neighbors* program on NBC, Aug. 29, he wired them an invitation to appear on KGIR and visit Yellowstone National Park as his guests. So away went the Kellys, Bobby, 8, Jimmy, 10, and Tom, Jr., 11, from their home in Higland Park, Ill., where their dad is a golf professional, to visit Mr. Craney, see Old Faithful and test Horace Greeley's sage advice. Mrs. Kelly, who sings on the radio as Ita McMahon, accompanied her sons.

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Every sound index of business pace is written in swing-time for the Capital District as Autumn pours an unusually rich harvest, governmental activity brings expanded, well-paid staffs, and private industry quickens to bigger opportunity all along the line. And WABY, Blue Network outlet is *the* buyers' guide for this area of stable prosperity, the perfect permanent market.

In The Heart of "The State That Has Everything."

Harold E. Smith, *General Manager*

STATION W•A•B•Y--ALBANY, N. Y.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

AUGUST 30 TO SEPTEMBER 14, INCLUSIVE

Decisions . . .

AUGUST 31

MISCELLANEOUS—KGDY, Huron, S. D., extension temp. auth. remain silent; WWJ, Detroit, extension temp. auth. 5 kw N; WPEN, WRAX, Philadelphia, extension temp. auth. use 1 kw N; WMBQ, Brooklyn, extension temp. auth. for Joseph Husid, receiver, to operate during Sept.; WFIL, Philadelphia, extension temp. auth. 1 kw N; WCOA, Pensacola, Fla., mod. CP trans. site, vert. radiator; KWNO, Winona, Minn., mod. CP move trans., studio locally; WGRC, New Albany, Ind., license extended one month; WRDO, Augusta, Me., license extended two months; WAPI, Birmingham, renewal license on conditional basis; Times Dispatch Pub. Co. granted pet. intervene WRNL proceedings; Havens & Martin granted pet. intervene WRNL proceedings; Thomas J. Watson denied continuance hearing; Hampden Hampshire Corp. motion to strike pet. of Citizens Brdcstg. Corp. for order to take depositions dismissed; Thomas J. Watson, denied motion to deny pet. of Citizens Brdcstg. Corp. for order to take depositions or, in alternative, to quash said order if issued; Colonial Brdcstg. Co., Morristown, N. J., granted order take depositions and opposition thereto dismissed; Broadcasters Inc., Gastonia, N. C., granted 30-day continuance; W. Va. Brdcstg. Corp., granted 60-day continuance hearing; WKBV, Richmond, Ind., granted pet. file late appearance etc.; denied motions Curtis Radiocasting Corp. and C. Bruce McConnell to declare default on WKBV applic.; WJW, Akron, and KXBY, Kansas City, granted joint pet. 15-day extension to file exceptions Ex. Rep. I-476; Portland Brdcstg. System Inc. granted CP in pursuance court action.

SEPTEMBER 7

APPLICATIONS GRANTED:

KFYR, Bismarck, N. D.—CP move locally.

KICA, Clovis, N. M.—Same.

WIP, Philadelphia—License for CP new equip.

KXRO, Aberdeen, Wash.—License for CP change equip., move trans., increase D to 250 w.

WIBX, Utica, N. Y.—License for CP.

KUOA, Siloam Springs, Ark.—Mod. license D to 5 kw.

WGH, Newport News, Va.—Temp. auth-facsimile tests.

WGST, Atlanta—CP aux. trans.

WGCM, Mississippi City—License for CP change equip. etc.

WAGA, Atlanta—License for CP new equip., increase power, etc.

WSIX, Nashville—CP change equip., increase D to 250 w.

WCNW, Brooklyn—CP move trans. locally.

KNX, Los Angeles—CP trans. site, new equip., vert. radiator.

KALB, Alexandria, La.—CP new equip., increase D to 250 w.

KHBG, Okmulgee, Okla.—Mod. CP transm., studio site, etc.

KDNC, Lewiston, Mont.—Mod. CP change equip., etc.

WOMI, Owensboro, Ky. — Mod. CP. trans., studio sites, vert. radiator.

WDBO, Orlando, Fla.—Mod. CP change equip.

WAPO, Chattanooga — License for CP move trans., increase power, etc.

WJEJ, Hagerstown, Md.—License for CP move trans., vert. radiator.

WLBL, Stevens Point, Wis.—License for CP and mod., increase power, etc.

KFRO, Longview, Tex.—Auth. trans. control from Rogers Lacy to James R. Curtis.

KVOX, Moorhead, Minn.—Vol. assign CP Robert K. Hertst to KVOX Broadcasting Co.

WKOK, Sunbury, Pa.—Auth. trans. control from Sunbury Item Inc. to George W. Beck, Basse A. Beck and Harry H. Hadden.

WMAS, Springfield, Mass.—CP move locally, new equip., antenna.

SET FOR HEARING—NEW, Cadillac Brdcstg. Co., Detroit, CP 1140 kc 500 w D; NEW, Santo Sottile, Charleston, S. C., CP 1200 kc 100 w D unl.; NEW, Louis F. Thornton, Baker, Ore., CP 1500 kc 100 w 250 w D unl.; NEW, Kanawha Valley Brdcstg. Co., Charleston, W. Va., CP 1500 kc 100 w unl.; NEW, Valley Pub. Co., Harlingen, Tex., CP 1200 kc 100 w 250 w D unl.; KTSM, El Paso, CP new equip., change 1310 to 1350 kc 500 w unl.; WDAH, El Paso, same; NEW, J. T. Griffin, Fort Smith, Ark., CP 880 kc 1 kw D; NEW, Broward Brdcastg. Co., Ft. Lauderdale, Fla., CP 1370 kc 100 w 250 w D unl.; NEW, W. A. Barnette, Greenwood, S. C. CP 1370 kc 250 w D; WFBC, Greenville, S. C., CP directional antenna N, increase N 1 to 5 kw; NEW, Colonial Brdcstrs. Inc., Savannah, CP 1310 kc 100 w unl.; KOL, Seattle, mod. license 1270 to 1020 kc, increase N 1 to 5 kw; NEW, Tom Olsen, Port Angeles, Wash., CP amended to 1500 kc 250 w D; NEW, Platt & Platt Inc., Poughkeepsie, N. Y., CP amended to 1000 kc 1 kw ltd.; NEW, Kentucky Brdcstg. Corp., Louisville, CP amended to 1210 kc 100 w 250 w D; WINS, New York, CP move trans. locally, increase to 5 kw unl. directional; NEW, James F. Hurley Jr., Salisbury, N. C., CP 1500 kc 100 w D; WLBL, Stevens Point, Wis., mod. license re hours etc.; WDWS, Champaign, Ill., CP increase 100 w D to 100 w 250 w D unl.; KVGL, Lafayette, La., CP change equip., increase D to 250 w; WLAK, Lakeland, Fla., CP increase D to 250 w; KMED, Medford, Ore., CP increase 250 w to 1 kw; KARK, Little Rock, Ark., vol. trans. control of Ark Radio & Equip. Co., licensee from John R. Frazer to Radio Inc., and transfer control of licensee from Radio Inc. to T. H. Barton; WBNX, New York, CP amended re trans., increase D 1 to 5 kw etc.; KLO, Ogden, CP amended 500 w to 1 kw 5 kw D directional; WNAX, Yankton, S. D., auth. transfer control to South Dakota Brdcastg Corp.

APPLICATIONS DENIED — KWJJ, Portland, Ore., temp. auth. unl.; KQV, Pittsburgh, temp. auth. Simul.-WSMK spec.; WKBO, Harrisburg, spec. auth. Simul.-WEST, spec.; Adams Recording Studio, San Diego, denied as in default auth. make transcriptions and records for XEBG and XEMO.

APPLICATIONS DISMISSED — KLRA Little Rock, CP 1390 k 1 kw 5 kw LS unl. directional; KSEL, Pocatello, Id., CP 900 kc 500 w 1 kw LS unl.; KRKO, Everett, Wash., CP 1420 kc 100 w 250 w LS unl.; NEW, Ohio Brdcstg. Co., Canton, O., CP 1310 kc 100 w D; NEW, Enterprise Co., Beaumont, Tex., CP 1350 kc 250 w 500 w LS.

MISCELLANEOUS—WHAZ, Troy, mod. license increase power; WTAQ, Green Bay, Wis., mod. license re antenna; WJEJ, Hagerstown, Md., mod. license re hours; NEW, Ann Arbor Brdcstg Co., Ann Arbor, Mich., denied motion to remand for further hearing applic. CP 1550 kc 1 kw unl.; WKZG, Kalamazoo, ext. 60 days vert. radiator; WBEO, Marquette, Mich., ext. time antenna; KVOD, Denver, cont. hearing and consolidated with Scripps-Howard Radio Inc. applic.; NEW, Edwin A. Kraft, Petersburg, Alaska, denied reconsid. denial of auth. new station; WLAP, Lexington, Ky., granted continuance hearing to Nov.; NEW, Ass. Adk. Newspapers and Radio Enterprises Inc., Hot Springs, Ark., granted in part motion continue hearing; NEW, Walker & Chapin, Oshkosh, Wis., denied cont. hearing; KWOS, Jefferson City, Mo., granted cont. hearing; KFJZ, Fort Worth, denied reconsid. & grant without hearing applic. transfer control to Mrs. Ruth G. Roosevelt; Travelers Brdcstg. Service, Hartford, Conn., granted pet. accept appearance and statement of facts re applic. vol. assign. license; WSAY, Rochester, denied pet. strike issue re interference with CJCS and CKCH; NEW, Harold Thomas, Pittsfield, Mass., suspended action 7-2-37 granting CP new station pending court appeal; NEW, Salinas Newspapers Inc., Salinas, Cal., cancelled oral arg. & dismissed with prej. Applic. CP 1390 kc etc.

Petitions to intervene granted to WCHS, Charleston, W. Va.; NEW, Louisville Brdcstg. Co., KFRC, San Francisco, WCSC, Charleston, S. C.; KGNC, Amarillo, Tex., NEW, Standard Life Ins. Co. of the South; WOKO, Albany; NEW, Adirondack Brdcstg. Co., Albany; NEW, Curtis Radiocasting Corp., Richmond, Ind., WAIM, Anderson, S. C.; NEW, Colonial Brdcstg. Inc., Savannah; NEW, Martin R. O'Brien, Aurora, Ill.; WCAZ, Carthage, Ill.

ACTION ON EXAMINERS REPORT—KRKD, Los Angeles, dismissed with prej. applic. transfer control from Frank P. Doherty to J. F. Burke Sr. and Loyal K. King.

RATIFICATIONS—Denied pet. Chickasha Daily Express, Chickasha, Okla., withdraw without prej. applic. CP; denied pet. KYW cont. hearing; denied motion WSAY cont. hearing; granted WGNY cont. hearing; granted WAIR cont. hearing; denied pet. Hannibal Brdcstg. Co. to extend effective date decision; denied motion Continental Radio Co. postpone effective date decision on applic. of Continental, WALR and Community Brdcstg. Co.; WTAD granted continuance hearing; WADC, Akron, granted extension time file exceptions; petitions to intervene granted Constitution Pub. Co.; WSPR, Springfield, Mass.; WPTF, Raleigh; W. A. Frank Katzentine, Miami.

SEPTEMBER 14

APPLICATIONS GRANTED:

WGR, Buffalo—CP aux. trans.

KID, Idaho Falls—CP increase D to 5 kw.

WCBS, Springfield, Ill.—CP increase D to 250 w, hours spec. to unl.

WIP, Philadelphia—CP aux. trans.

KDLR, Devils Lake, N. D.—License for CP 1210 kc 100 w unl.

KVOE, Santa Ana, Cal.—License for mod. CP change equip.

WSNJ, Bridgeton, N. J.—License for CP studio site 1210 kc 100 w D.

KSFO, San Francisco—License for CP new trans., equip., radiator, increase D to 5 kw.

WSMB, New Orleans—License for directional antenna, move trans.

WJDX, Jackson, Miss.—Mod. CP change equip.

WEST, Easton, Pa.—Mod. license to Simul.-D, Sh.-N WKBO.

WKBO, Harrisburg—Mod. license to unl. D, Sh.-WEST N.

NEW, Wyoming Brdcstg. Co., Rock Springs, Wyo.—CP 1370 kc 100 w 250 w D unl.

SET FOR HEARING—NEW, Union-Tribune Brdcstg. Co., San Diego, CP 1480 kc 5 kw unl; NEW, N. B. Egeland, Roland, Ia., CP 1500 kc 100 w D; KAST, Astoria, Ore., CP change 1370 to 1200 kc, 100 w 250 w D unl.; WESG, Ithaca, mod. license 1040 to 850 kc, also hours; WMFR, High Point, N. C., mod. license D to unl. 100 w.

APPLICATIONS DISMISSED (request of applicants)—NEW, Radiotel Corp., San Diego; NEW, United Brdcstg. Co., Tulsa; WAIR, Winston-Salem, N. C., 1250 kc 1 kw LS D; NEW, Ward Optical Co., Fayetteville, Ark.

ORAL ARGUMENT GRANTED—NEW, Food Terminal Brdcstg. Co., Cleveland, 12-2-37; WBOW, Terre Haute, Ind. 12-2-37; Glenn E. Webster, Decatur, Ill. 12-2-37; WSPA, Spartanburg, S. C. 12-2-37; NEW, John C. Hughes, Phenix City, Ala., 12-2-37; NEW, WRBC Inc., Cleveland, 12-9-37; KWTN, Watertown, S. C., 12-9-37; KGDY, Huron S. D., 12-9-37; NEW, Roberts-MacNab Co., and Gallatin Radio Forum, Bozeman, Mont., 12-9-37; New, J. K. Patrick & Co., Athens, Ga.; NEW, Press Union Pub. Co., Atlantic City, 12-6-37.

ACTION ON EXAMINERS' REPORTS:

NEW, Peninsula Newspaper Inc., Palo Alto, Cal.—Denied CP 1160 kc 250 w D, sustaining Seward.

WSAU, Wausau, Wis.—Granted mod. license D to unl., sustaining Seward.

KIEM, Eureka, Cal.—Granted CP increase D to 1 kw, denied 1 kw N, sustaining Seward.

NEW, Clarence A. Berger & Saul S. Freeman, Coeur d' Alena, Id.—Granted CP 1200 kc 100 w D, sustaining Seward.

NEW, Twin City Brdcstg. Corp., Longview, Wash.—Granted CP 780 kc 250 w D, sustaining Hyde.

NEW, Phillip Jackson, Brunswick, Ga.—Dismissed with prej. applic. CP 1420 kc 100 w D, sustaining Bramhall.

WABY, Albany, N. Y.—Granted mod. CP increase D to 250 w, unl., sustaining Irwin.

NEW, Amarillo Brdcstg. Co., Amarillo, Tex.—Dismissed without prej. CP 1500 kc 100 w unl., sustaining Dalberg.

NEW, Las Vegas, Nev.—Dismissed with prej. CP 1370 kc 100 w unl., sustaining Seward.

WSMB, New Orleans—Granted CP new trans., directional, increase D to 5 kw, sustaining Seward.

WBLK, Clarksburg, W. Va.—Granted mod. CP D to unl. 100 w, sustaining Seward.

WBCM, Bay City, Mich.—Mod. license D to 1 kw, unl., sustaining Irwin.

WIOD-WMBF, Miami—Granted mod. license 1300 to 600 kc 1 kw unl., sustaining Seward.

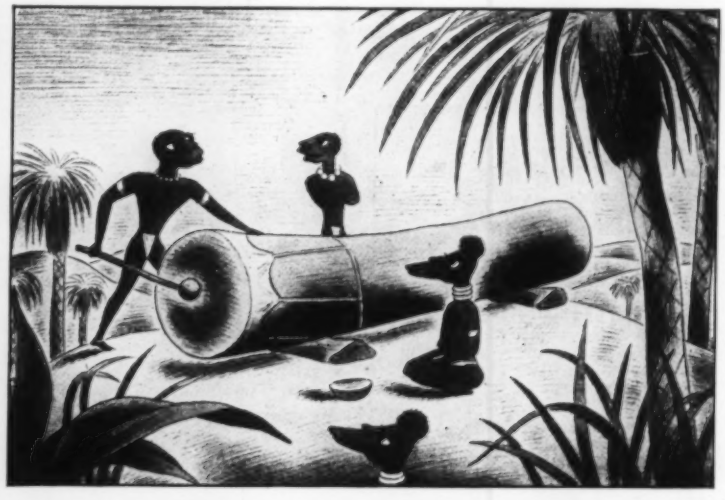
NEW, Robert E. Clements, Huntington Park, Cal.—Dismissed with prej. CP 1160 kc. 250 w D, sustaining Hyde.

NEW, Young People's Assn. for Prop. of Gospel, Shark River Bay, N. J.—Dismissed with prej. CP 640 kc 5 kw D, sustaining Berry.

WEAN, Providence, R. I.—CP increase D to 5 kw, unl., sustaining Bramhall.

MISCELLANEOUS—NEW, World Pub. Co., Tulsa., pet. intervene United Brdcst. Co., Tulsa; NEW, Beaumont Brdcstg. Assn., Beaumont, Tex., pet. intervene Enterprise Co., Beaumont; WNEL, San Juan, P. R., granted continuance; St. Petersburg C. of C., granted subpoena W. W. McEachern to appear at Earl Wier hearing; NEW, Paul J. Gollhofer, Brooklyn, granted oral argument Ex. Rep. I-403; NEW, O. C. Burke, Dickinson, Tex., granted appearance applic. CP; WTCN, WNEW, granted pet. accept answers in applic. Martin R. O'Brien, Aurora, Ill.

RATIFICATIONS—Smith, Keller & Cole granted pet. intervene Airfan Radio Corp., San Diego; Cumberland Brdcstg. Co., requirements waived to intervene in applic. WFNC, Fayetteville, N. C.; WHEF granted continuance hearing; WSAN and B. Bryan Musselman granted continuance hearing; KYW, Philadelphia, granted continuance hearing to 11-15-37; WEED, granted continuance hearing to 10-7-37; WSAY, granted continuance hearing 10-14-37; Monocacy Brdcstg. Co., Rockville, Md., granted continuance hearing to 2-7-38.



From the New Yorker

"Don't forget your pause for station identification."

Examiners' Reports . . .

NEW, John W. Haigis, Greenfield, Mass.—Examiner Berry recommended (I-484) that applic. CP 1210 kc 250 w D be granted.

KGKO, Wichita Falls, Tex.—Examiner Hill recommended (I-485) that applic. increase 250 w 1 kw LS to 1 kw LS be granted.

KFNF, Shenandoah, Ia. — Examiner Bramhall recommended (I-486) that applic. increase 500 w 1 kw LS to 1 kw 5 kw LS be granted.

NEW, George W. Taylor Co., Williamson, W. Va.—Examiner Irwin recommended (I-487) that applic. CP 1370 kc 100 w D be denied.

KGO, San Francisco—Examiner Bramhall recommended (I-488) that applic. increase 7½ to 50 kw be granted.

WBNS, Columbus—Examiner Irwin recommended (I-489) that applic. increase 500 w 1 kw 1 kw 5 kw LS be granted.

NEW, Warren B. Worcester, San Diego —Examiner Hill recommended (I-490) that applic. 1400 kc 250 w 1 kw LS unl. be denied.

WWL, New Orleans — Examiner Hill recommended (I-491) that applic. increase 10 to 50 kw be granted.

NEW, W. F. Maag Jr., Youngstown—Examiner Bramhall recommended (I-492) that applic. CP 1420 kc 100 w D be granted.

NEW, Abraham Plotkin, Chicago; Phila. Radio Brdcstg. Co., Philadelphia—Examiner Hyde recommended (I-493) that applic. Abraham Plotkin CP 1570 kc 1 kw unl. be dismissed with prejudice; that applic. Phila. Radio Brdcst. Co. CP 1570 kc 1 kw unl. be denied.

NEW, Earle Yates, Las Cruces, N. M.—Examiner Hill recommended (I-494) that applic. CP 930 kc 500 w D be denied.

WKBH, La Crosse, Wis.—Examiner Hill recommended (I-495) that applic. WKBH Inc., for license renewal be granted; that applic. Joseph C. Callaway and Harry Dahl for transfer of control of corp. from Joseph C. Callaway to Harry Dahl be granted.

Applications . . .

AUGUST 31

WSNJ, Bridgeton, N. J.—License for CP new station.

WOR, Newark — Exp. auth. facsimile station.

NEW, Utica, WUTK Inc., Utica, N. Y. —CP 1420 kc 100 w unl., amended D to 250 w.

NEW, (KROC) Southern Minn. Brdcstg. Co., Rochester, Minn.—CP 920 kc 1 kw 5 kw D unl., amended to change freq. of KROC from 1310 to 920 kc, new trans., increase 100 w 250 w D to 500 w 1 kw D directional N, move trans. locally.

KDLR, Devils Lake, N. D.—License for CP vert. antenna.

NEW, Union-Tribune Brdcstg. Co., San Diego—CP 1480 kc 5 kw unl.

NEW, R. C. Atwood, Port Angeles, Wash.—CP 1500 kc 100 w unl.

NEW, Wyoming Brdcstg. Co., Rock Springs, Wyo.—CP 1370 kc 100 w 250 w D unl.

KSFO, San Francisco—License for CP new trans., antenna.

SEPTEMBER 1

WNBZ, Saranac Lake, N. Y.—License for CP change equip.

NEW, WAVE Inc., Louisville—CP 610 kc 250 w 500 w D unl., amended to 880 kc 500 w.

NEW, N. B. Egeland, Roland, Ia.—CP 1500 kc 100 w 250 w D spec., amended 100 w, D only.

KANS, Wichita—Auth. transfer control from Charles C. Theis to Herbert Hollister (48 shares) and Don Searle (49 shares).

SEPTEMBER 2

KGFI, Brownsville, Tex. — License for CP as mod. new equip., move station, etc.

WHEF, Kosciusko, Miss. — CP change antenna, move trans., amended re studio site.

SEPTEMBER 3

NEW, NBC, New York & Camden—CP visual station 400 w visual, 100 w aural.

WBCM, Bay City, Mich.—Vol. assign. license James E. Davidson to Bay Brdcstg. Co.

KMPC, Beverly Hills, Cal.—Mod. license to KMPC, the Station of the Stars Inc.

KTFI, Twin Falls, Id.—Extension exp. auth. 1 kw N.

WHK, Cleveland — CP directional antenna N, amended re antenna.

SEPTEMBER 9

WIP, Philadelphia—CP new trans., antenna, increase D to 5 kw.

WJRD, Tuscaloosa, Ala.—License for CP new trans., increase power.

WCBD, Chicago—License for CP new equip., move trans.

WGVA, Indianapolis—Mod. CP vert. antenna, trans., trans. and studio sites.

WDZ, Tuscola, Ill.—CP new trans., increase 250 w to 1 kw.

NEW, Roberts-McNab Co., Livingston, Mont.—CP 1310 kc 100 w 250 w D unl., amended to 1210 kc.

SEPTEMBER 14

WNEW, New York—Mod. license 2½ to 5 kw.

WGBI, Scranton—Mod. license N 500 w to 1 kw.

WCPO, Cincinnati—Mod. license N to 250 w.

NEW, Panama City Brdcstg. Co., Fla.—CP amended 1420 to 1500 kc.

NEW, Jack W. Hawkins, Barney H. Hubbs, Odessa, Tex.—CP 1310 kc 100 w D.

TELEVISION — Is uppermost in the discussion of Dr. Peter C. Goldmark (right), chief television engineer of CBS, and Gilbert Seldes, CBS television program director. Dr. Goldmark has just returned from a European tour of television laboratories. He sees importance in the development of the light sensitivity of television cameras.

Saving an Account

WHILE KIEM, Eureka, Cal., was broadcasting *The Freshest Thing in Town* Sept. 7 for the Log Cabin Bakery, the new baking plant, largest in Northern California, was burning to the ground. From KIEM contact was made with local and distant baking plants and Log Cabin bread was supplied as usual the next morning, KIEV thus saving thousands of customers as well as a radio account.

LEWIS BROWNE, author, traveler and lecturer, inaugurated a news comment series of four weekly broadcasts over CBS on Sept. 9, replacing Elmer Davis, who in turn has been heard each week in place of H. V. Kaltenborn, currently touring Europe. Browne will be heard until Sept. 30, speaking from KNX, Los Angeles.

Elmer D. Hays

ELMER D. HAYS, 45, since last March assistant general counsel of the FCC Telephone Division, his wife, and 18-year-old son and the son's classmate at Dartmouth, were killed Sept. 2 when their automobile met in a head-on collision with a bus north of Baltimore. They were enroute to Hanover, N. H., where the two boys were to have entered their sophomore year at Dartmouth. All but Mr. Hays were killed immediately, and Mr. Hays died en route to the hospital. He entered the FCC employ as a senior attorney in July, 1936, after serving with the ICC and the Department of Agriculture.

Are You Ready To Step Into A Better Radio Job ?

You can say "YES"—if your technical training has kept pace with the rapid changes in Radio. Modern developments which eliminate some jobs, also create new ones. It's our job to keep men ahead of their jobs. Write for details about our home-study training in Practical Radio Engineering.

STATION EXECUTIVES
AND EMPLOYEES
Are Invited to Send for
"THE CREI TESTED PLAN
FOR A FUTURE IN RADIO"

CAPITOL RADIO
ENGINEERING INSTITUTE
Dept. B-9
Washington, D. C. 14th & Park Rd
New York City 29 Broadway

Special Technique for Television Film Is Required, Lubcke Tells Cameramen

A VAST difference exists between the production of motion picture film for the theater and for television, Harry B. Lubcke, television director of Don Lee Broadcasting System, Los Angeles, said at the Aug. 30 meeting of the American Society of Cinematographers, Hollywood. Using various types of film to illustrate his talk, he cited seven rules for television photography which do not apply to motion picture filming, and stated that beautiful and artistic photography produced for the theater often is detrimental to television presentation.

The basis of the new television technique, as developed during six years of experimenting by the Don Lee Broadcasting System, during which some 8,000,000 feet of motion picture film was transmitted, was revealed by Lubcke as follows:

1. Do not violate usual rules of photography. Observe old fundamentals of proper illumination, composition, contrast, and exposure, in the absence of new instructions to the contrary.

2. Seek "checkerboard contrast."

3. Carry detail in the halftones, painting objects of principal interest in contrasting strokes, but restricting these strokes to central portion of the intensity curve. Fine detail in very dark or light portions of a scene is usually lost.

4. This and the remaining rules apply to the laboratory as well as the photographer. Keep the overall Gamma Range small. The scene should vary greatly in tone throughout its area, but extremes in variation should be small. This is because the television process tends to increase the overall contrast. Whites become whiter and black blacker, and detail in the extremes is reduced.

5. Furnish medium or light density prints.

6. Maintain motion, either of players, objects, or by "panning" with black frame lines.

7. Employ lap dissolves or quick fades, in changing from scene to scene. Long fadeouts give the impression that something has gone wrong.

A SURVEY of letters received from abroad by W2XE, CBS international station in New York, shows that foreign listeners prefer programs of music, both popular and classical, descriptions of major sports events, and talks by news commentators. English listeners prefer American dance bands and singers of popular numbers, while the audience in Latin America and South Africa are most in favor of classical music.

UNIVERSAL CRYSTAL MICROPHONE

Ideal for p. a. systems, special events, call systems, amateur phones, etc. Rugged. Chrome finish. Output level 65 d. b. Furnished in handi-mike model, or stand model as shown. 10 ft. cable. Desk stands $2.50 for handi model: $3.50 for stand model. Licensed under patents of Brush Development Co.

$22.50 List

Microphone Division
Universal Microphone Co., Ltd.
424 Warren Lane. Inglewood, Calif.

TRUE . . as a Bell

Every Piezo Electric Crystal leaving our laboratory is ground to an accuracy of BETTER than .01% . . . assuring you of *Accurate Frequencies.* Use a Scientific Radio Service Crystal in your transmitter. Remember . . . THE BEST COSTS LESS!

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

New Low Price!
$40.00 Each
Two for $75
Approved by F.C.C.

SCIENTIFIC RADIO SERVICE
Dept. 927, 124 Jackson Ave., University Park, Hyattsville, Md.

BULLOCK'S

. . . one of the world's finest department stores, last week placed its twice-weekly show, "Magic Island," on one station only . . .

KEHE

"Fastest Growing Station on the West Coast"

5000 Watts **KEHE** 780 Kilocycles

Los Angeles, California

Member of the California Radio System

"Serving the Public Interest"

National Representative: Hearst Radio

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

COLLINS

12X

REMOTE AMPLIFIER

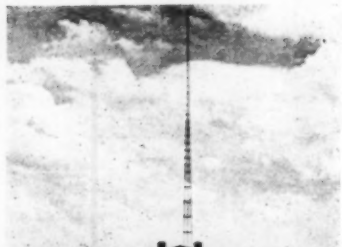
ON THE FIRING LINE . . . . .

for two years without any change in basic design, the Collins 12X Remote Amplifier continues to be the dependable standard in an increasing number of broadcast stations.

COLLINS RADIO COMPANY

CEDAR RAPIDS IOWA

NEW YORK, N. Y: 11 WEST 42 STREET



AFTER FIRE—That gutted the old transmitter of WCBD at Zion, Ill., last April, the Chicago station was completely rebuilt with a 415-foot vertical radiator near Elmhurst, Ill., at the old site of WMAQ. Station returned to air with this transmitter Sept. 3. Modern house includes seven-room apartment for chief engineer, emergency studio, sleeping rooms for operators and four-car garage housing WCBD's mobile transmitters.

Equipment

GATES RADIO & SUPPLY Co., Quincy, Ill., has opened a branch office at 5334 Hollywood Blvd., Los Angeles, to contact broadcasters in western states. Norman D. Neely has been placed in charge. Gates reports that new speech input equipment, line amplifiers, turntable equipment and dynamic microphones have been shipped for the new studios being constructed by CMAF, Havana.

THE NEW 5,000 watt transmitter of KSFO, San Francisco, went into service Aug. 28. On the evening of the same day James Middlebrooks, CBS construction engineer, officially turned the transmitter over to Philip G. Lasky, KSFO general manager. He introduced B. F. McIntosh, engineer from the Bell Laboratories, and R. V. Howard, chief KSFO technician. The new transmitter tower, located within three miles of the heart of San Francisco on the bay's edge at Islais Creek, rises 400 feet in the air and represents an investment of over $125,000.

WJBL, Decatur, Ill., 49% of which was recently sold to the Decatur Newspapers Inc., is constructing modern studios adjoining the newspaper plant, and has ordered Gates speech input equipment.

E. L. GOVE, chief engineer of WHK and WJAY, Cleveland announces that the first of six new remote control amplifiers has been completed in the WHK-WJAY laboratories. The new amplifier embodies the "Gove vertical mixer," and is constructed to reduce tube and amplifier noises as well as distortion. Capable of handling four microphones simultaneously, the amplifier can be operated from alternating current or a battery supply, contained in a matched case.

KTHS, Hot Springs, Ark., has completed installation of new control room equipment under direction of Chief Engineer James Moran. The equipment includes WE 23-A control console, 22-A amplifiers and microphones, and RCA turntables, with new WE 110-A volume limiting amplifier at the transmitter.

WSYR, Syracuse, is remodeling its control room, installing six new amplifiers and a modern console.

WJDX, Jackson, Miss., has purchased a 5-D transmitter from RCA.

WKBW, Buffalo, has contracted for the purchase of an RCA 10-C-A modulator amplifier, contingent upon the issuance of a construction permit to increase its power to 10,000 watts. WSIX, Nashville, also has signed an RCA contract for a 250-D transmitter, contingent upon issuance of a construction permit.

WOR, Newark, has added six Western Electric 22A portable remote pickup equipments, making a total of nine sets placed in service during this summer. The station handles some 300 remotes per month for both its own transmissions and for distribution over MBS.

AMPERITE CORP., New York, announces a new hand microphone of small size. Adaptable for use also as a desk instrument or on a regular stand, the mike is 2¼" x 1" x 1⅛" and weighs 5½ ounces.

WOW, Omaha, has completed a new mobile unit, designed by Chief Engineer Bill Kotera and Chief Control Operator Joe Herold. The shortwave transmitter has a 100-watt capacity, and the unit houses demountable recording equipment and shortwave packs. The entire equipment is mounted on a ton and a half Chevrolet truck.

WSMB, New Orleans, on Aug. 23 dedicated its new Western Electric transmitter on the Behrman Highway, and also its new 392-foot Truscon radiator. Equipment cost $50,000.

CKNX, Wingham, Ont., has received approval of the Canadian Department of Transport of its application for an increase in power from 50 to 100 watts on 1200 kc., and C. Howard Bedford, commercial manager, reports that the new installation will be completed by Nov. 1.

CHOOSE A LIVE SPOT

$100,000,000 Cotton Crop

MEMPHIS

Wide Range Transmission—5,000 Watts Power

WREC

NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY NEW YORK · CHICAGO · SAN FRANCISCO

TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

In the CONTROL ROOM

RALPH L. CLARK, FCC broadcast engineer, and Mrs. Clark, are the parents of a baby boy, Richard Leigh, born Sept. 2. He is their second son.

HARRY BRYANT, KHJ, Los Angeles, technician, and Alice Dahl, of the station's script department, were married in Mexico, Aug. 29.

LARRY ADAMS has been promoted to chief engineer of Associated Cinema Studios, Hollywood transcription firm. Fred Bowen has rejoined the organization's technical staff.

STANLEY M. PARISEAU, formerly district superintendent of Electric Research Products Inc., San Francisco, has been made division superintendent headquartered in Hollywood.

E. E. ALDEN, former chief engineer of WALR, Zanesville, O., has been named chief engineer of KOY, Phoenix, Ariz. James Ross has also joined the technical staff of KOY.

J. E. BRIDGES, in charge of remotes for WBAP, Fort Worth, is the father of a baby girl.

JACK MERDIAN, control operator of KQV, Pittsburgh, will marry Marie Bevilacqua of Dormont, Pa. on Oct. 27.

GEORGE McELWAIN, of the NBC engineering department, San Francisco, and Miss Violet Weaver of that city, eloped to Reno, Aug. 29. NBC Engineer Dave Kennedy and his wife were witnesses.

FRANCIS RIES, of KXBY, Kansas City, has been transferred from the transmitter to the studios as control operator, and Ed Crane, former laboratory instructor at First National Television, has been named chief operator at transmitter.

HARRY L. GRELCK, formerly with the International Broadcasting Co., recently joined NBC's New York engineering staff as a studio engineer.

RALPH BENNETT, formerly of WOPI, Bristol, Tenn., has joined the engineering staff of WFMD, Frederick, Md.

JULIAN HUCKSTROP, studio engineer of WRTD, Richmond, Va., left the station staff Sept. 1 to matriculate at Randolph-Macon College.

MORTIMER SMITH, NBC Hollywood engineer, is the father of a 9-pound baby boy, Richard Sewell, born Sept. 2.

PAUL FRINKE, chief engineer of WJBK, Detroit, is the father of an 8-pound baby boy, born Sept. 7.

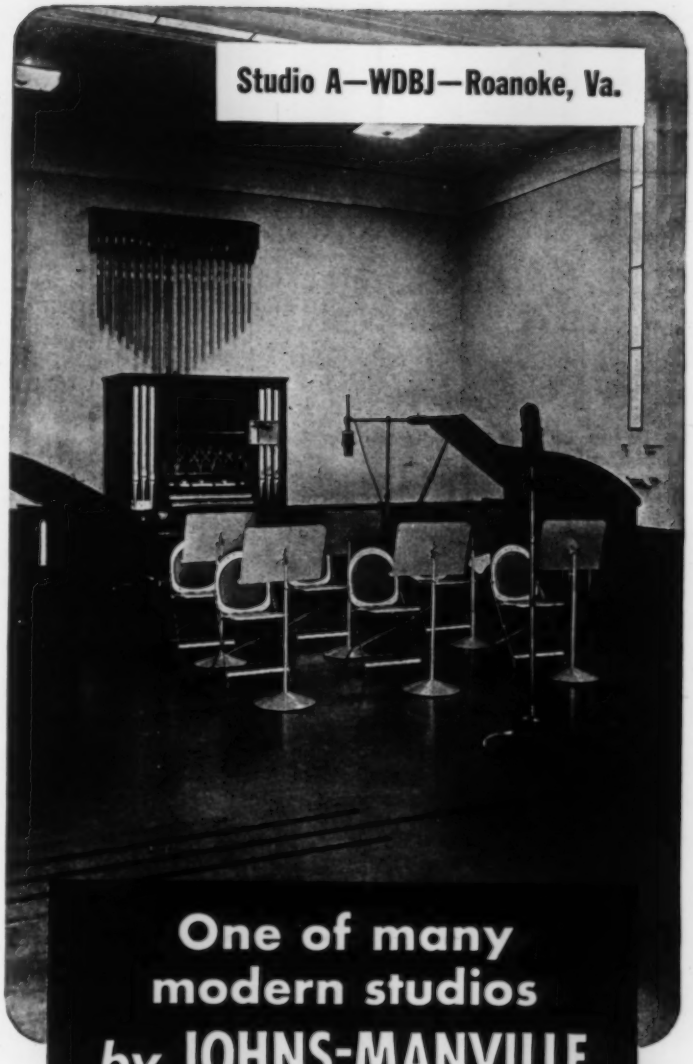
CHARLES BRENNAN, control engineer of WISN, Milwaukee, is the father of a baby boy, Thomas, born last month.

Combined Use of Bands By Two Groups Refused

NOW operating simultaneously daytime on the 1380 kc. frequency, KQV, Pittsburgh, and WSMK, Dayton, met rejection on the part of the FCC Sept. 7 of their application to extend the simultaneous operation from 7 p. m. to 7:30 p. m. in order to accommodate a commercial program. KQV uses 500 watts and WSMK uses 200 watts and they split time on the channel at night. The FCC explained that the half-hour extention was refused pending action on their application for simultaneous full-time operation.

The Broadcast Division on the same date also rejected an application by WKBO, Harrisburg, Pa., and WEST, Easton, Pa., 100 watters which share the 1200 kc. frequency, and which asked for authority to operate simultaneously from 11 a. m. to 12 noon from Sept. 21 to Oct. 30.

LETTERS Patent No. 2,092,120 covering his Radioelectric Voting System [BROADCASTING, March 1] were issued by the U. S. Patent Office Sept. 7 to Nevil Monroe Hopkins, New York inventor.



One of many modern studios by JOHNS-MANVILLE

AN EXCELLENT EXAMPLE of co-ordinating sound-control work with basic studio design... this modern studio at WDBJ, Roanoke, Va. As in many other stations throughout the country, J-M Acoustical Engineers, using the proper J-M Sound-Control Materials and J-M Sound Isolation, were able to assure high-fidelity broadcasting by eliminating faulty acoustical conditions. Result—studios that are really *designed* for modern broadcasting!

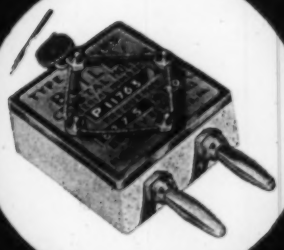
If you are troubled with acoustical problems, in connection with new or existing studios, why not call in a J-M Engineer? You'll find that better broadcasting quality is created and protected by designing and building studios in accordance with the present-day sound-control methods developed by Johns-Manville. For details, write Johns-Manville, 22 E. 40th St., N. Y. C.

JM Johns-Manville
SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

BLILEY
CRYSTALS
HOLDERS
OVENS

QUARTZ CRYSTALS & MOUNTINGS 20 Kc.-25 Mc

BROADCAST CRYSTALS & OVEN MOUNTINGS Approved by F.C.C.



Write for Bulletin G-9

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

Merchandising & Promotion

The Fair Season Is On—Electric Living—A Day at the Lake—Chips—Stamps—Green—Mail—Pipes

WITH the state and county fair season in full swing, radio stations in all sections have been staging promotion campaigns. Even networks have been participating, as in the case of the NBC participation in the California State Fair on Sept. 7 when a large party of artists and officials traveled to the exposition.

Central States Broadcasting System carried many programs from the Nebraska State Fair over KFAB, KOIL and KFOR. Shopping bags with station insignia were given away, the bags being filled with samples and literature furnished by advertisers. WOW was at the fair with its mobile equipment and a remote crew, programs being sponsored by Chevrolet.

WHIO, Dayton, has included seven Ohio county fairs in a remote schedule. At each a large three-panel exhibit of pictures of radio stars, special events and a graphic layout of how programs are built is displayed. A popular attraction is an oscillograph which shows visitors a picture of their radio voice. Each visitor is given a complete program schedule.

* * *

GENERAL ELECTRIC Co., New York, announced on *Hour of Charm* Sept. 13 a contest "to realize the electrical standard of living," prizes for which total $40,000 over a period of ten weeks. For essays on better living, $200 in script will be given each week; the two grand prizes are a $12,000 home and an $8,000 home. The *Hour of Charm* is broadcast on the NBC-Red network Mondays at 9:30-10 p. m., EDST. Maxon Inc., New York, is the agency.

* * *

NBC has released a merchandising brochure announcing the affiliation of WHK, Cleveland, with its Blue network Sept. 26. The historical growth of WHK, its market and coverage data are presented succinctly in this attractive blue and white booklet which also points out that WCKY, Cincinnati, and WSPD, Toledo, recent affiliates, are "other big improvements in Blue network service in Ohio".

* * *

PAT FLANAGAN, announcer of the ball games over WBBM, Chicago, for Socony and General Mills, donated a box of Wheaties to each home run made by boys playing in the Deborah Boys' Club League in Chicago. When Pat discovered that the boys' tournament would last three weeks he had to order enough cases of the breakfast cereal to swamp the WBBM mail room.

* * *

LAMBDIN KAY, manager of WSB, Atlanta, has sent out his annual 1937 football dopebook accompanied by a letter written on the new stationery of Liberty Broadcasting Co., operating WAGA, operated with WSB by the *Atlanta Journal*.

* * *

WIL, St. Louis, has placed a large bulletin board in the window of the Melbourne Hotel, where the studios are located. The news sheets are changed every hour.

IT WAS "WDSU Day" at Pontchartrain Beach, New Orleans, on Aug. 26, with more than 60,000 people jamming the resort to be guests of the station and Joe Uhalt, its president. Free rides for the children in the morning; reduced prices the rest of the day; free refreshments served by the station staff; souvenirs given away, including 10,000 paper hats bearing the slogan "I Listen to WDSU"; a "Wheaties Eating Contest" with a bicycle as prize, and huge banners reading "This is WDSU Day"—all served to make it one of the greatest promotional ventures in the history of Southern radio.

* * *

WMCA, New York, in its program *Today's Doings in New York*, incorporated mention of local hotels, in return for which the station has been piped into the rooms of those hotels. Formerly New York hotel bedrooms had only three or possibly four stations on their radio dials, all of them major network outlets. On the same program heard Monday through Friday 10:55-11 a. m., the *Postal Telegraph Guide*, weekly index to New York activities, was mentioned to sightseers, and WMCA's station advertising occupies the *Guide's* back cover in reciprocation.

* * *

WRTD, Richmond, Va., is using a new angle for group programs with its tongue twisters series sponsored by Seven-Up Bottling Co. Programs open with pouring of a bottle of the soft drink, and then studio visitors are called to the microphone to rattle of larynx gnarlers selected from a bowl. Listeners who contribute tongue twisters get a half-dozen bottles of Seven-Up and those who read them rapidly and correctly get similar awards. Cash prizes are planned at the end of the 13-week series.

* * *

FITZPATRICK BROS., Chicago (Kitchen Klenzer) is giving away a daily prize of a $25 Nesco Roastmaster to the woman who best finishes out the slogan, "I Like Kitchen Klenzer because—." Each entry must be submitted on a Kitchen Klenzer label. The firm's *Meet the Missus* show is broadcast daily except Saturday and Sunday over WBBM, WJR, WHK, and WKRC. Neisser-Meyerhoff, Inc., Chicago, is the agency.

* * *

EVERY department of the new $300,000 Montgomery Ward & Co. branch in Salt Lake City is wired for radio and a daily series of five-minute remotes is broadcast from the store. Department heads are interviewed and special merchandising angles are given listeners. Other programs are *Neighbor Jim*, transcription quarter-hours thrice weekly and 30 spot announcements.

* * *

WRC-WMAL, NBC Washington stations, have isued promotion pamphlets with real poker chips on the cover beneath the caption "Bet either chip—Blue or Red—to win!" The chips represent the NBC Basic Blue and Basic Red.

LAKESIDE BAKING Co., Cleveland (butter cookies), recently was host to 112 youngsters who had collected 50 box tops of the firm's butter cookies. The youngsters were treated to lunch, sat with Tom Manning, famed sports announcer, at the Cleveland major league baseball game, and received autographed baseballs from the players. The Lakeside firm is sponsoring a *Man-in-the-Street* broadcast daily except Sunday over WTAM. Neisser-Meyerhoff Inc., Chicago, is the agency.

* * *

CANCELLATION stamps on the publicity releases sent out by Benton & Bowles Inc., New York, carry a brief legend of the program being publicized. For example the stamps may read, "Thursday Night is *Show Boat* Night," "Tell Floyd Gibbons *Your True Adventures*," or "Join the Crusade Against Chime on *Gang Busters* Columbia Network," Miss Helen Strauss, publicity director of the agency, devised the promotion method.

* * *

KGNC, Amarillo, Texas, is sending out a handsomely bound booklet to advertising agencies throughout the country. Included in the book are coverage maps, radio homes by counties, spending income, programs and facilities population, listener habits, standard of living, success stories, and accounts currently using the station. The book was compiled under the direction of Ted Taylor, manager.

* * *

WATL, Atlanta, has adopted green as its letterhead color since a rival station has been heavily promoting itself as "Atlanta's Blue Ribbon Station." A new promotion piece has been published by WATL, showing its listening area and offering market data.

* * *

THE fourth annual Minnesota Business Map has been published by WCCO, KSTP and WTCN, Minneapolis-St. Paul, in cooperation with six publications. Data are compiled from Government figures and recognized statistical agencies.

* * *

KTOK, Oklahoma City, has published a promotion brochure describing that market and describing the station as "your Mutual friend in Oklahoma City." Illustrations of the studio are presented.

DIRECT-MAIL campaigns of NBC, WOR and CBS were listed among the first 50 selected as outstanding by the Direct Mail Advertising Association for 1936-37. Entries are judged on a basis of 50 points for results, 25 points for continuity and plan, and 25 points for copy. The winning campaign materials will first be displayed at the DMAA convention in Cleveland, Oct. 13-15, later at regional conventions, and then will make the rounds of advertising clubs and classrooms.

* * *

WSAR, in Fall River, Mass., recently conducted a broadcast of the speeches of the Sons of Italy Silver Convention in Massachusetts, during which it provided promotional material in the form of Yankee Network book-matches. Some 500 book-matches were distributed at the banquet. Inside the cover, there was printed the names and locations of the 15 stations of the Yankee Network, and in addition WSAR had had printed or stamped its own call letters on the top of the inside cover.

* * *

GENERAL MILLS' three-hour sports parade for Wheaties heard daily on WMCA, New York, conducted a 10-day contest running from Sept. 2 to Sept. 12, with prizes totaling $10,000. Unofficially titled *Grand Stand & Band Stand*, the program will be renamed after the contest and a $500 first prize as well as 261 other major prizes will be given. The agency is Knox-Reeves Adv. Inc., Minneapolis.

* * *

TO ANNOUNCE the opening of KSFO's new 5,000-watt transmitter in San Francisco, General Manager Phil Lasky sent out 300 personal telegrams to all local offices of both national and local advertising agencies the evening before the formal dedication.

* * *

CORN-COB pipes, stamped with KSO, KRNT and WMT on the bowl, have been distributed by Iowa Broadcasting System through trade channels. The accompanying letter states that the pipe represents Iowa's $600,000,000 corn crop.

* * *

WIP, Philadelphia, has started 100 line advertisements in the *Philadelphia Inquirer* with the heading "Today's Highlights". The outstanding programs of the week are publicized.

TALL CORN—Following a parade Sept. 1, WHO awarded $150 and the governor's trophy to George Osborn, of Siloam Springs, Ark., whose stalk measured 18 feet, 9⅝ inches and won the Tall Corn Sweepstakes. In photo are (left to right) Col. B. J. Palmer, president of WHO; Gov. Nelson G. Kraschel, of Iowa; Mr. Osborne; Harold Fair, WHO program director; Herbert Plambeck, WHO farm news editor. The event was staged at the recent Iowa State Fair, where WHO was active.

XUM

★

WHAT ONE SPONSOR DISCOVERED

1 That he made 1 sale to every 35 radio homes in WLW's $15,000,000,000* market.

2 That he made 1 sale to every 119 radio homes in WLW's $61,000,000,000* market.

All proof of purchase was addressed to WLW,

THE NATION'S STATION

★ 1935 Spendable Money Income